AUGUST 26, 1946 PRICE 35 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

# TELECASTING


## This was ONE parcel— ONE of 22,500 for Europe!

Manager, WHO
Des Moines, Iowa
Dear Sir:
I heard over WHO that a woman had
no dress to go to the hospital in. (In
Holland I believe.)
I bought 22 dresses and expressed
station prepaid, to forward 11 to
and and 11 to Norway. Your Kind
attention will greatly oblige.
Yours truly

In response to the "Billboard" program's recent appeals for bundles of food and clothing for starving Europe, this letter and actual package of 22 dresses was received by WHO, along with 22,500 other parcels (weight 110 tons) and $3,500 cash from thousands of individuals and 749 community groups in 39 states.

Was this WHO program a noon-time smash with movie stars and famous orchestras?

No! The "Billboard" is a public service news commentary program broadcast three nights per week 10:30 to 10:45.

THAT'S WHO PROGRAMMING AND CLEAR CHANNEL SERVICE *IN ACTION!*

WHO does more than pay lip service to public welfare activities. WHO *lives* public service—and the public responds as all true believers in radio would expect.

An ideal situation, under the American system—the *only* situation that insures highest values for the public, the station and the advertiser alike.

**WHO**

**+ *for* Iowa PLUS +**

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*


IN THIS ISSUE: FALL BUSINESS INDEX

# WCOP GETS MORE LISTENERS

*The Billboard*

## Dealer Tie-Ins Top in Station Ear Promotion

BOSTON, June 29. — WCOP, Cowles's Boston station and local outlet for the American Broadcasting Company, is seeing to it that the recent uppage in power won't be missed by any listener in the coverage area. Besides a sock newspaper, car card and mailing campaign, the station has worked out a reciprocal deal with the Radio Technicians' Guild (an org comprising all radio repair stores in metropolitan Boston) whereby all sets coming into their stores are automatically calibrated for the best reception to WCOP.

Besides this shrewd and practical way of plugging the call letters, the guild is servicing free of charge all radio sets in the WCOP coverage area which are having trouble getting WCOP reception. A call to the station complaining about reception rates a visit from a radio repair man pronto.

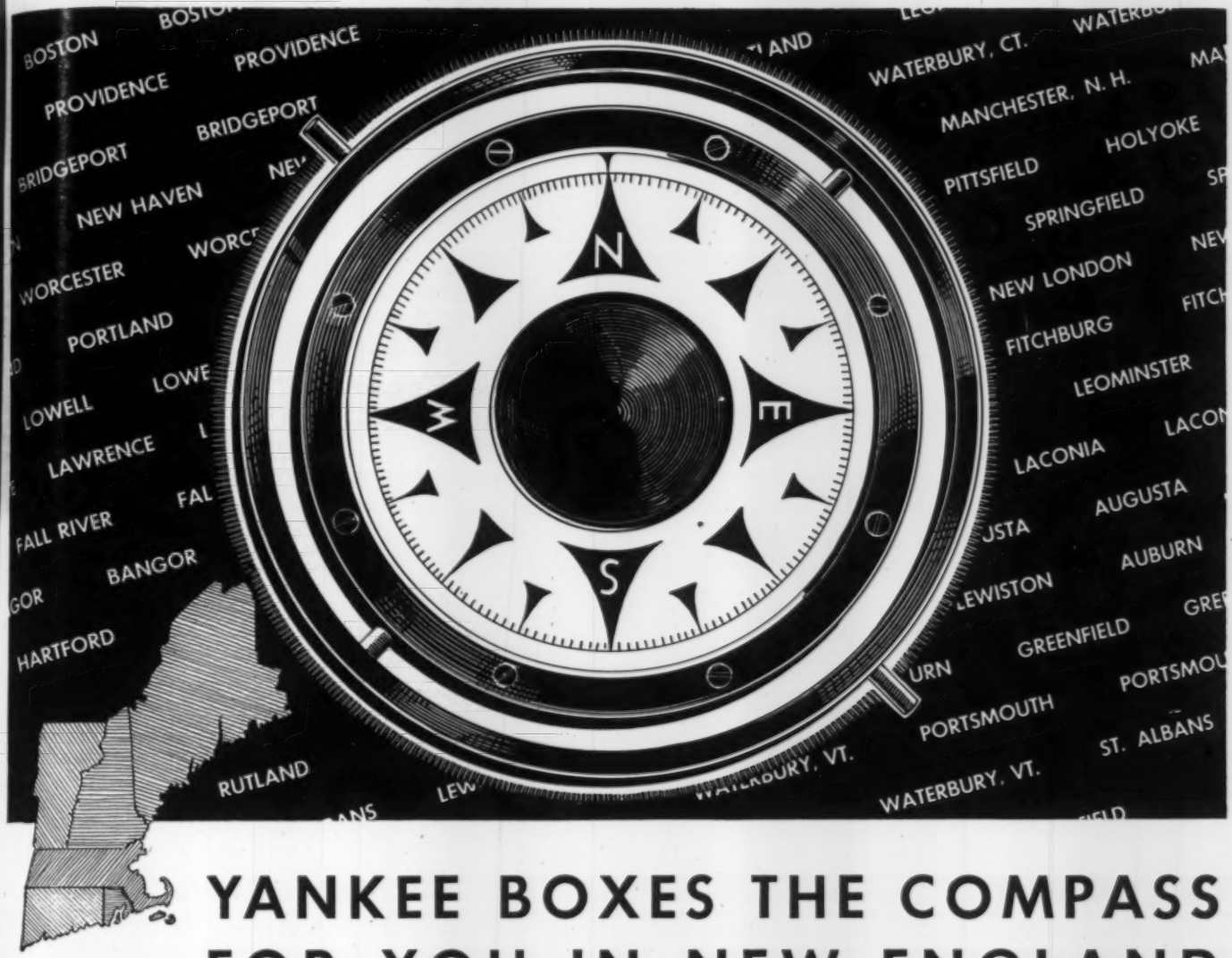
In the first four weeks of the agreement the guild served 20,000 sets and inserted more than 5,000 WCOP call letters on push-button sets. The agreement calls for two announcements per day Monday thru Saturday for the guild, with the arrangement continuing indefinitely. And with radio sets needing plenty of servicing after the war years, the set-up looks good to impress WCOP on a flock of radios.

This arrangement assures even greater audiences for WCOP's new 5000-watt signal. It's another step in the vigorous promotion of WCOP as Boston's most progressive station. New power, new studios, new and aggressive merchandising techniques to help you reach *all* of Greater Boston...America's third richest market!

Rates and availabilities from any Katz office.

# WCOP Boston

A **Cowles** Station Exclusive American Broadcasting Company Outlet in Boston




# YANKEE BOXES THE COMPASS FOR YOU IN NEW ENGLAND

Yankee, and Yankee only, points your selling to specific markets throughout New England.

You can't get off course.

Each Yankee station takes you into a center where population density demands the local impact of a hometown station for effective selling. Each of these Yankee stations has Yankee acceptance, plus the recommendation of usage as a sales medium by retail merchants whose cooperation you seek. These merchants are ready to push nationally branded products, locally advertised.

Yankee hometown stations produce for you not only in the downtown areas but in far reaching suburban neighborhood trading zones. Collectively they tie these markets together into an overall sales pattern that makes sense.

When you buy The Yankee Network, you sell New England.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

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# BROADCASTING... at deadline

## Closed Circuit

UNDERSTOOD last week that Sullivan, Stauffer, Colwell & Bayles, New York (see Respects Sketch, page 50) will soon have another "package-goods" account with billing in neighborhood of 2½ million.

WITH supplies of pens increasing, Parker Pen Co., New York, may buy additional half-hour network show soon. Company currently sponsors newscasts Saturdays, Sundays, 8:55-9 p.m. on CBS. J. Walter Thompson Co., New York, agency.

WHETHER FCC will publish FM application list comparable to that for AM, showing order of processing according to file number [BROADCASTING, Aug. 19], reported uncertain. Commission, able to take FM cases in order better than in AM, turned out over 500 decisions in eight months. Pending FM cases total 300, of which 150 are in hearing.

BMI, radio's music publishing subsidiary, grappling with plan for bonus transcriptions of new tunes to subscribing stations along with sheet music distribution. Plethora of free recordings from mushrooming record companies as well as non-BMI publishers brought proposal before last BMI board meeting. Transcription companies aren't happy about free recordings and effect on library services.

IS RADIO version of motion picture "Legion of Decency" springing up? Marked step-up in complaints from theological sources about gags allegedly ridiculing Irish or Catholicism reported from agencies and accounts, with hint of boycotting of products unless remedied.

FCC DECISION on proposed new AM engineering standards this month now considered unlikely, with some Commissioners and many staff members vacationing. Decision, when it comes, still expected to follow lines developed in FCC-industry engineering conference and subsequent hearing before Commission [BROADCASTING, July 29, Aug. 12].

NO REPLY yet from J. C. Petrillo to NAB President Justin Miller's "put-up or shut-up" letter of May 20. NAB, which has been building up clean record in AFM relations, planning to shift tactics in move to bring musicians and broadcasters into policy negotiations. Meeting of Industrywide Music Committee may be called in September since network contracts in New York, Chicago and Los Angeles expire next February—"coincidence" attributed to foresightedness of music czar in past negotiations.

FCC's "waiver of hearing" policy, designed to help expedite handling of huge backlog of hearing cases [BROADCASTING, July 1], isn't paying off as well as Commission had hoped. Authorities last week reported only one known

(*Continued on page 93*)

## *Upcoming*

Sept. 2: IBEW National Convention, Sir Francis Drake Hotel, headquarters, San Francisco.

Sept. 9-10: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

Sept. 11: Brand Research Foundation, regional meeting, San Francisco.

(Other upcomings on page 52.)

## Bulletins

AMERICAN FEDERATION OF MUSICIANS reported Friday as planning vigorous opposition to present form of FCC's proposed liberalization of transcription identification rule (see story page 20). AFM expected to seek specific protection for name talent on recordings, alleging deception would result from "canned music" provision that records involving material with no time-element value need not be identified.

DENIAL of WTHT Hartford, Conn., petition to vacate May 16 grant to Mitchell G. Meyers et al for new 250-w station in Waterbury, Conn. on 1240 kc announced by FCC Friday. WTHT, applying for switch to 910 kc, 5 kw directionalized, now on 1230 kc, 250 w full-time. Commission also rescinded previous order calling for consolidated hearing on applications of Grant Street Radio Stations Inc. and Liberty Broadcasting Co. for new Pittsburgh stations. Grant Street now designated for separate hearing.

## Business Briefly

BARBASOL BUYS ● Barbasol Co., Indianapolis, purchased 12-1 a.m. period, Mon. through Sat., 52 weeks on WBBM Chicago, for recorded music. Agency, Erwin, Wasey & Co., N. Y.

C-P-P RETURN ● Colgate-Palmolive-Peet Co., Jersey City (soap and tooth powder), after eight-week hiatus Aug. 31 resumes *Judy Canova Show* on 139 NBC stations, Sat. 10-10:30 p.m. EDT. Agencies, Sherman-Marquette and Ted Bates Inc., N. Y.

REVERE COPPER BACK ● Revere Copper & Brass, N. Y., Sept. 8 again takes *Exploring the Unknown* Sundays, 9-9:30 p.m. on MBS after nine week summer break. St. George & Keyes, N. Y., agency.

CHIFFON TEST ● Armour Packing Co., Chicago, starts 26-week test for Chiffon flakes with live and transcribed quarter-hours on WCOP Boston, WFCI Pawtucket, R. I., WXYZ Detroit, WTOL Toledo, WGAR Cleveland, WBBM Chicago, WISN Milwaukee, WSBT South Bend. Agency, Foote, Cone & Belding, Chicago.

C&S BACK ● Standard Brands Inc., N. Y. (Chase & Sanborn coffee) resumes *Charlie McCarthy* on 144 NBC stations Sept. 1, Sun. 8-8:30 p.m. EDST. J. Walter Thompson Co., N. Y., agency.

SPONSORS BOAT REGATTA ● Perfect Circle Co., Hagerstown, Ind. (piston rings), on Sept. 2 will sponsor Gold Cup Motor Boat Races on WXYZ Detroit and ABC Michigan Network. Agency, Henri, Hurst & McDonald, Chicago.

## FCC Not to Advise on 'Pot O' Gold' Show

FCC WILL NOT UNDERTAKE to give "advisory opinion" on legality of *Pot O' Gold* or any other specific program with "give-away" characteristics, BROADCASTING learned Friday.

Commission was understood to take position that interpretation of Sec. 316 of Communications Act, which bans lottery broadcasts, should be based not on individual case but on general study of overall problems with opportunity provided for interested parties to present views in hearing.

Comparable view taken by Commission in Washington FM decision [BROADCASTING, Aug. 19], when it ruled that carrying of prize give-away program by WWDC Washington, (*Tello-Test*) should not in itself prohibit grant because "this is a problem generally applicable to a number of stations which are carrying the same program as WWDC. . . ."

At time FCC said it was "engaged in a study to determine the legality of programs of this type."

*Pot O' Gold*, which enjoyed high rating during 1939-41, sponsored by Lewis Howe Co., slated to return Oct. 3 (ABC) with Lewis Howe again sponsoring for Tums (see story page 19).

In old format, program regarded by FCC as "bad radio" and referred with other shows in 1940 to Justice Dept. for action under anti-lottery laws. Justice Dept. reported case unprosecutable. Since disclosure of plans for revival of *Pot O' Gold*, reports circulated that FCC would be asked for "advisory opinion" on legality.

Communications Act's Sec. 316, on which questions of show's permissibility are based, provides that "no person shall broadcast by means of any radio station for which a license is required by any law of the U. S., and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes."

Conviction carries penalty of $1,000 fine and/or maximum of year's imprisonment for each day offense occurs.

# F-L-E-X-I-B-I-L-I-T-Y

## *Your Cue to Sales!*

**Today—more than ever, flexibility is a must in planning the many new product campaigns. These fast-moving times with the great need for all types of goods dictate to the advertiser the necessity of keeping abreast of his distribution.**

**Spot radio is the one medium with the all-important flexibility to meet these needs.**

**Successful campaigns are built with these stations. No spot campaign is complete without them.**

•

**REPRESENTED NATIONALLY BY**

# * * * EDWARD PETRY & CO., INC. * * *

**NEW YORK • CHICAGO • LOS ANGELES**
**DETROIT • ST. LOUIS • SAN FRANCISCO**
**ATLANTA • BOSTON**

**SPOT RADIO LIST**

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WBAL | Baltimore | NBC |
| WNAC | Boston | MBS |
| WICC | Bridgeport | MBS |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | CBS |
| WFAA | Dallas | NBC |
| WBAP | Fort Worth | NBC |
| KGKO | Ft. Worth, Dallas | ABC |
| KARM | Fresno | CBS |
| WJR | Detroit | CBS |
| WONS | Hartford | MBS |
| KPOA | Honolulu | T.H. |
| KPRC | Houston | NBC |
| WDAF | Kansas City | NBC |
| KFOR | Lincoln | ABC |
| KARK | Little Rock | NBC |
| KFI | Los Angeles | NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell-Lawrence | MBS |
| WTMJ | Milwaukee | NBC |
| KSTP | Mpls.-St. Paul | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | ABC |
| KGW | Portland, Ore. | NBC |
| WEAN | Providence | MBS |
| WRNL | Richmond | ABC |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KQW | San Francisco | CBS |
| KOMO | Seattle | NBC |
| KTBS | Shreveport | NBC |
| KGA | Spokane | ABC |
| WMAS | Springfield | CBS |
| WAGE | Syracuse | ABC |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |
| WAAB | Worcester | MBS |

**THE YANKEE AND TEXAS QUALITY NETWORKS**

Fulton Lewis, jr.

sells bread to

SIOUX CITY SUE

The Metz Baking Company sponsors Fulton Lewis, jr., in Sioux City, Iowa. Like other local sponsors on 197 stations all over the United States, Metz has discovered that Fulton Lewis, jr., reaches a specific market with a specific wallop—a wallop that *sells* because the Lewis program listeners are mature people who know what they want, and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

*Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.*

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



# BROADCASTING
TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022


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## At Washington Headquarters

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*Editor and Publisher*

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

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Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, William Sutton.

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**WINFIELD R. LEVI, *Manager***

**NEW YORK BUREAU**
250 Park Ave. *PL*aza 5-8355

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

**CHICAGO BUREAU**
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David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

**TORONTO BUREAU**
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office



*Copyright 1946 by Broadcasting Publications, Inc.*



SUBSCRIPTION PRICE $5.00 PER YEAR 15c PER COPY

# ROOM FOR PROGRESS

**There was plenty of room for progress between this early model and the modern auto . . . . Yet, when the postwar cars get on the road there'll be even more changes and the million people in the Nashville area will again spend large sums for automotive equipment . . . . In the last prewar year over 32 million dollars were spent for cars alone — not including gas or oil — and the sales were climbing then. . . . This is a growing market, ready for your quality product. . . And WSIX's large, regular audience is an excellent opening. Start your campaign with an advertising message broadcast over WSIX.**

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

**AMERICAN MUTUAL**

5,000 WATTS
980 KILOCYCLES

*National Representative:*
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

# AM Giant

G-E 50-kw AM Broadcast Transmitter,
type BT-25-A.

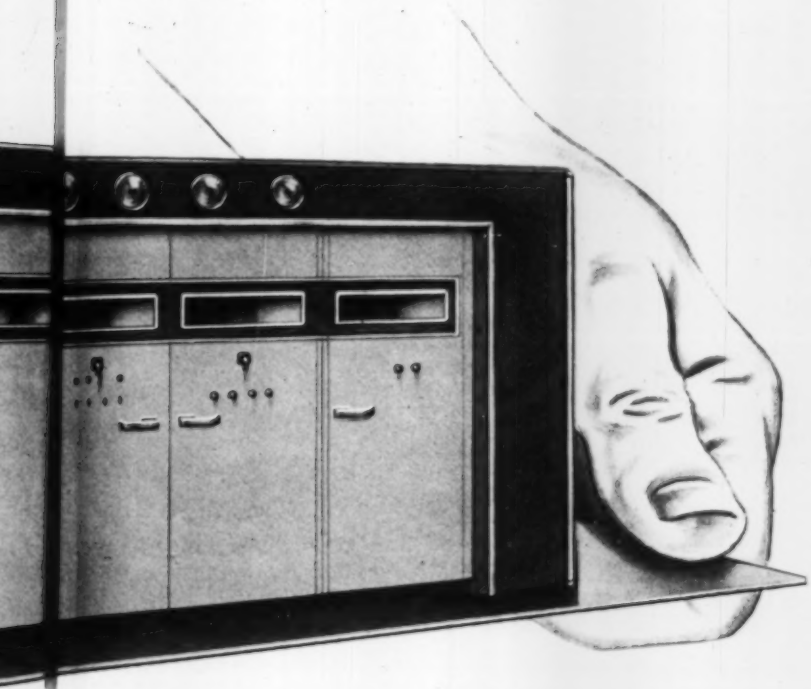
STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-28-6814

# 50-kw Transmitter De Luxe for standard broadcasting

Designed to meet the performance specifications of the most critical AM broadcast station owners and engineers, General Electric's new de luxe 50-kilowatt AM transmitter sets new high standards for maximum on-the-air reliability and minimum supervision. Here is the transmitter that majors in clean, straightforward circuits, fewer tubes, fewer components. Here is a 50-kilowatt AM transmitter that meets all FCC standards and the latest proposed RMA standards.



## Look at these unmatched features!

### *Outstanding Design*

Air-cooled tubes throughout • Spare tube switching for r-f final amplifier, modulator, and rectifier • Variable high-pressure type capacitors • High-stability crystal oscillator—with dual crystals and instantaneous transfer switch • Continuously variable output coupling • Three-step, push-button control of plate voltage • Power output connects to transmission line through self-contained network that includes effective harmonic filter • Double-ended audio circuits throughout.

### *Easy-to-get-at*

Full-length doors, front and back, provide advantages of "reach-in" and "walk-in" maintenance • Vertical chassis construction for maximum ventilation and accessibility • Components are mounted on frame-supported vertical panels and on side walls for ready accessibility.

### *Program Protection, Operating Safety*

Complete high-speed overload protection without fuses • Automatic lightning flashover protection • Automatic reclosures following overloads and power failures • Electric interlocks and mechanical ground switches • Flame-proof transformers, reactors and capacitors—Pyranol-filled • No need for fire-proof vaults • Low supply voltage, 460 volts.

### *Economical to operate*

Tubes operated well under maximum ratings minimize outage time, give longer life • Power input at average program level, approximately 120 kw.

**For complete information on the most important 50-kw transmitter in AM broadcast history, call your G-E broadcast sales engineer nearest you:**

| | | |
|---|---|---|
| Boston, Mass.<br>140 Federal St. | New York City, N. Y.<br>570 Lexington Ave. | Seattle, Wash.<br>710 Second Ave. |
| Atlanta, Ga.<br>187 Spring St., N.W. | Cleveland, Ohio<br>4966 Woodland Ave. | Washington, D. C.<br>806—15th St., N. W. |
| Kansas City, Mo.<br>106 W. 14th St. | San Francisco, Calif.<br>235 Montgomery St. | Chicago, Ill.<br>840 S. Canal St. |
| Denver, Colo.<br>650—17th St. | Los Angeles, Calif.<br>212 N. Vignes St. | Dallas, Texas<br>1801 N. Lamar St. |
| Cincinnati, Ohio<br>215 W. 3rd St. | Birmingham, Ala.<br>1921—11th Ave., S. | Philadelphia, Pa.<br>3457 Walnut St. |

*In addition, G-E offices are located in all principal cities.*

**Electronics Department, General Electric Company, Syracuse 1, N. Y.**

*Have you placed your order yet?*

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

**AM • TELEVISION • FM** *See G.E. for all three!*

PUBLIC INTEREST means STEADY LISTENING in NEBRASKA'S 2nd market

SPEAKING OF INTEREST . . .

Week after week, the year 'round, KFOR does an outstanding job in the public interest. Literally scores of people in the Lincoln area are heard in person over KFOR in interviews and discussions that are of direct interest to the people of Lincoln. Interest in these special features is even greater because, in many cases, listeners know the people they hear on KFOR. That's one way KFOR assures a large, loyal audience in Nebraska's second market. The listeners are there. KFOR can sell them your sales story at surprisingly low cost per listener. Write or wire for availabilities in programs or spots.

Represented by
EDWARD PETRY CO., INC.

KFOR
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL
LINCOLN, NEBRASKA

# Feature of the Week

KTHT-FM Houston will be on a self-sustaining basis from the first minute on the air, says Judge Ray Hofheinz, president of the station. "We intend to prove that FM broadcasting can be a profitable venture," he continued.

Prior to sending out its first signal the station had contracted six hours a day (180 hours per month) at the rate of $17.50 per hour. The advertisers are: Houston Transit Co., City National Bank, Black Bros. Furniture Co., Foley Dry Goods Co., Zenith Radio and Stromberg-Carlson.

Mr. Hofheinz

Sponsored time is sold on a basis of not less than an hour to a sponsor with institutional type announcements given not oftener than every 15 minutes. No spot announcements are carried. Three of the six advertisers have not previously used local Houston programs.

Last to get its FCC grant, KTHT-FM was first frequency modulation station in Texas to get on the air.

The station won a spirited race to get his broadcasts started Aug. 17, only 17 days after receiving a conditional grant and only two days after permission was given to operate commercially on reduced power and with a special antenna. The judge borrowed a 250 w transmitter and had it rushed by truck from New Orleans, while an antenna was flown from New York.

With this triple turnstile antenna placed atop a wooden pole, first FM program in Texas was broadcast. Present schedule calls for daily operation from 3 to 9 p. m. Judge Hofheinz said that within 10 days the station's broadcast day would be extended from noon to 10 p. m. with six hours sold commercially.

Programs will emphasize good music, and will in no case duplicate the AM shows of KTHT. "If FM is to be competitive to AM and is to offer additional and new service rather than mere optional facilities on a new band, programming must be separate," the judge explained.

Promotion tie-ups include placing FM sets in business offices of sponsors, in club rooms and in showrooms of radio dealers as fast as they are available.

KTHT-FM operates on 98.5 mc. It plans to install a 1000 w transmitter within three weeks and eventually will increase to the full 261,000 w of radiated power authorized in its Class B grant.

# Sellers of Sales

FEW young men get their professional wish right off the campus but Robert Hunter Thurmond did. And so today he's executive assistant to the manager as well as media director of J. Walter Thompson Co., Los Angeles.

A few years ago, he also wished to visit Alaska. Then came Pearl Harbor and he joined the Navy, assigned to air combat intelligence. After 18 months which had him ranging between Kodiak and Attu, he's indefinitely postponed any pleasure jaunts in the same direction.

BOB

Although new to Los Angeles, he has been with J. W. T. since 1934. Upon graduation from U. of California in Berkeley in 1933, he decided to start on a law course until the right spot opened in advertising.

When it did he deserted the campus in a hurry to join the agency's San Francisco office in media. Approximately 18 months later he was placed in charge of media, a position he held until shortly after Pearl Harbor. Following his separation last fall as a lieutenant commander, he returned to J. W. T., as assistant account executive of the Shell Oil account.

With growth of Los Angeles and the general marketing area as well, the agency deemed it wise to expand operations there. In line with this, Mr. Thurmond was transferred in June. This time he wished again for an apartment. Wish number three came through too, and now he's a lucky man all over again.

In his present media responsibilities he finds such active accounts as Douglas Aircraft; Universal Pictures; Air Research Mfg. Co.; Boyle Midway; Calavo Growers of California; Desert Grapefruit Industry; Food Dealers Adv. Assn. of Southern California; Earl P. Haliburton Inc. and Ford Dealers Adv. Assn. of Southern California.

A native Californian, Mr. Thurmond was born in Carpinteria Valley, Santa Barbara County, July 6, 1910.

Single, he devotes much of his spare time to tennis. He has been a member of the San Francisco Ad Club and is a Kappa Alpha.

FOR SALES RESULTS AT LOW COST

WKBO
HARRISBURG, PA

Advertise your product on a station that exerts influence on the buying habits of a market with higher-than-average income.

NBC • MUTUAL

Represented by
RADIO ADVERTISING COMPANY

# "GET IT FIRST, BUT—FIRST GET IT RIGHT"

Once more that traditional slogan of INS has paid off in dividends to our radio clients.

At 12:52 P.M. (E.D.T.) Thursday, August 22nd, an INS bulletin from Belgrade first revealed the release of the American occupants of a U. S. transport plane, who had been held prisoner by the Yugoslav government for thirteen days. It was nearly three hours later before any other news agency was able to confirm this historic beat of international importance.

Here are some of the congratulatory messages received:

•

From LELAND C. BICKFORD,
Editor-in-Chief, Yankee Network News Service:

"Congratulations due again for your excellent scoop on story of release of American flyers by the Yugoslav Government."

•

From TED HAAS,
News Supervisor, KOIL, Omaha:

"Congratulations on INS' scoop which hit our airwaves more than an hour ahead of all opposition."

•

From FRED HESS,
News Editor, KFOR, Lincoln:

"Congratulations on INS' fine scoop. We were on top with it here."

•

From JACK SHELLEY,
News Editor, WHO, Des Moines, Iowa:

"Congratulations on great INS beat on Yugoslav release interned American flyers. I played hard during noon broadcast today and had clean beat of more than one hour over everybody else in these parts. INS did a wonderful job on the biggest story in recent months."

•

From DAVE DRISCOLL,
Director of News and Special Events, WOR, New York:

"That was a great beat you had on the release of the American flyers in Yugoslav. We made very good use of this very good story."

•

# INTERNATIONAL NEWS SERVICE

# CONCENTRATED AUDIENCE

## IN OKLAHOMA'S NO. 1 MARKET

A LOYAL, CONCENTRATED audience—at all hours—that's what KTOK rates here in Oklahoma's No. 1 Market. Take a glance at your latest authenticated Listening Survey for proof of our top-flight audience. Yes, KTOK is YOUR station—if it's a highly concentrated market of substantial. PERMANENT incomes you're looking for.

**HOOPER STATION LISTENING INDEX—CITY ZONE**
**OKLAHOMA CITY, MAY-JUNE, 1946**

| INDEX | SETS IN USE | KTOK | OTHER STATIONS A | B | C | Others | HOMES CALLED |
|---|---|---|---|---|---|---|---|
| WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON | 12.5 | 47.7 | 12.7 | 12.0 | 26.5 | 1.1 | 2,686 |
| WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M. | 13.9 | 19.9 | 15.8 | 10.0 | 52.3 | 2.0 | 5,386 |
| EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M. | 23.0 | 17.8 | 11.5 | 22.1 | 48.4 | 0.2 | 7,556 |
| SUNDAY AFTERNOON 12:00 NOON—6:00 P.M. | 19.6 | 27.0 | 24.2 | 18.9 | 29.5 | 0.4 | 1,629 |
| SATURDAY DAYTIME 8:00 A.M.—6:00 P.M. | 10.3 | 23.1 | 19.3 | 21.8 | 34.5 | 1.3 | 2,681 |
| TOTAL* RATED TIME PERIODS | 16.3 | 24.2 | 14.4 | 16.9 | 43.6 | 0.9 | 19,938 |

250 WATTS

**ktok**

1400 K.C.

OKLAHOMA CITY

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KEY STATION OKLAHOMA NETWORK

TAYLOR-HOWE-SNOWDEN *Radio Sales*

YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

# *Don't Make Molehills Out of Our Mountains*

## The way to reach people in Southern California's mountain surrounded valleys is with Broadcasting Corp. of America's chain of rural radio stations . . .

To a time buyer hundreds of miles away, Southern California's mountains may look like molehills on the map, but what molehills they really are! Towering 5,000 to 10,000 feet high; they form a natural barrier around Southern California's fertile Valleys. They're awe inspiring to tourists but a pain in the neck for "outside" radio stations. Watts bounce off these mountains like hail off a tin roof.

There's only one way to completely and economically cover the Valley of Paradise, Imperial Valley and Coachella Valley. That's with the Broadcasting Corporation of America's stations, located right in the heart of these Valleys and programmed specifically for rural listening. Here in clearly defined areas are the people, the sales potential and the medium for effectively presenting your merchandising message.

**KPRO**

Riverside & San Bernardino
covering
*"The Valley of Paradise"*
Primary Population
**584,321**
1945 Farm Income
**$206,336,905**

**KROP**

Brawley and El Centro
covering
*"The Imperial Valley"*
Primary Population
**116,653**
1945 Farm Income
**$64,233,062**

**KREO**

Indio and Palm Springs
covering
*"The Coachella Valley"*
Primary Population
**19,500**
1945 Farm Income
**$10,812,275**

*Link Your Sales Efforts in Southern California's Valleys to this Strong Chain*

*Riverside*
**KPRO**
*San Bernardino*

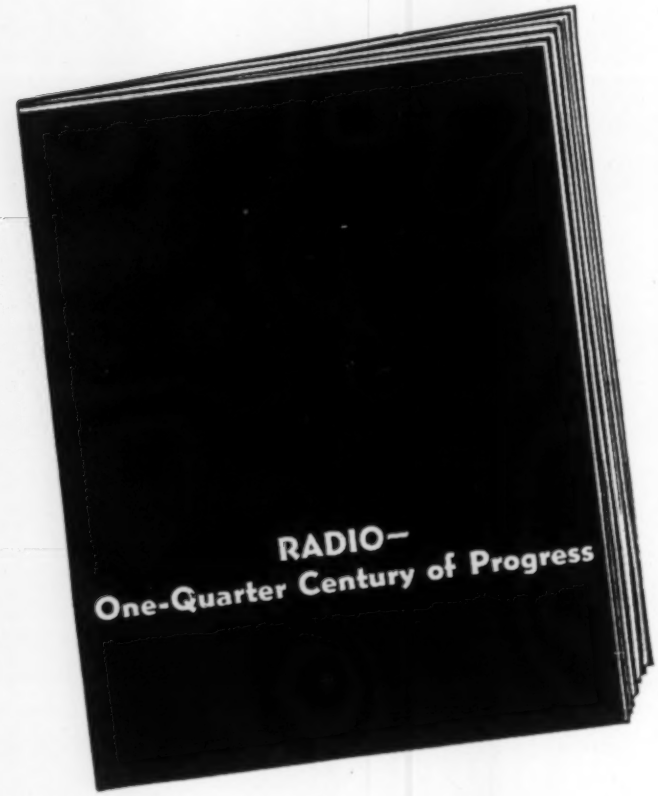
*Brawley*
**KROP**
*El Centro*

*Indio*
**KREO**
*Palm Springs*

*340,000 watt FM*
**KPOR**
*Under Construction*

**JOHN E. PEARSON COMPANY,** *National Representatives*—New York, Chicago, Kansas City, San Francisco, Los Angeles

# A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!




● **"Radio—One-Quarter Century of Progress" is a tangible example of *extra effort* here at F&P. It doesn't contain sales-talk or data on the stations we represent. In fact, it doesn't attempt to "sell" any particular stations at all.**

**It *does* give you down-to-earth, double-checked figures on the costs of *spot-broadcasting*, as compared with newspapers, magazines, and network radio. It *does* contain facts which may completely change your ideas of media *values*.**

**As one very important executive writes us, "It is the most valuable analysis I have ever seen."**

**If you haven't received a copy, 'phone or write. You'll be glad you did.**

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| ALBUQUERQUE | KOB |
| BALTIMORE | WCBM |
| BROWNSVILLE | KVAL |
| BUFFALO | WGR-WKBW |
| CHARLESTON, S. C. | WCSC |
| CINCINNATI | WCKY |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KMBC |
| LOUISVILLE | WAVE |
| MINNEAPOLIS-ST. PAUL | WTCN |
| OKLAHOMA CITY | KOMA |
| PEORIA-TUSCOLA | WMBD-WDZ |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TULSA | KTUL |

# FREE & PETERS, INC.

***Pioneer Radio Station Representatives***

***Since May, 1932***

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

# BROADCASTING
## TELECASTING

VOL. 31, NO. 8 WASHINGTON, D. C., AUGUST 26, 1946 $5.00 A YEAR—15c A COPY


# Radio Billings Rise After Mid-Year Dip

## Fall Developments May Bring New Record

RADIO sales, lagging a little during the spring and summer, are picking up as autumn approaches. By year-end total billings will at least equal, and likely surpass those of 1945, last lush year of the war period.

This conclusion was reached by BROADCASTING as a result of its annual summer survey of agencies, advertisers, representatives, networks and stations in metropolitan centers.

Many factors enter into the late 1946 radio scene. Most important is the general improvement in manufacturing and distribution operations, bringing a steadier trend in the overall economic situation. Shortages in raw materials, labor unrest and pricing worries are less annoying to businessmen as the end of summer approaches.

*Other Business Index Stories on pages 16, 17, 18, 30, 32, 41, 42, 43, 50, 68, 89.*

### Salesmen Sellers Again

Effects of the reckless media buying of business houses flushed with wartime profits began to wear off last winter, bringing a barrage of fretting during the spring months. The approaching fall and winter will more nearly resemble pre-war seasons in that salesmen once again are sellers instead of purveyors of the dotted line.

For the first time in a decade-and-a-half of radio business analysis, BROADCASTING has noted a flattening of the annual sales curve. Even as this trend was being studied, signs appeared that autumn billings would rise sharply and bring the 1946 gross above that of 1945.

### Good for Networks

With networks the year has been a good one, but not the booming sort to which they had become accustomed. NBC is at least as good as last year. CBS half-year net income is running $1,000,000 ahead of 1945 in the face of higher operating costs. ABC is up about 5% from 1945 for the first six months. MBS is pulling up toward the other nationwide hookups with an increase of 47% above 1945.

Choice network time is still a scarce commodity, an element that keeps grosses from rising too sharply and also keeps alive talk of a fifth national hookup.

Estimates of spot business for the last four months of the year are generally hopeful, with increases of 5% to 15% prevailing. Representatives forecast a good autumn, probably a record one as they note that some advertisers are buying time earlier than usual.

Around the agencies, autumn forecasts range even higher as some timebuyers and radio directors look for gains of 20% or more above last year.

Thus a note of optimism prevails, tempered by the dollar-mark talk around individual stations where the remark heard most often is that business is about the same as last year. Long-range predictions, of course, are definitely on the brighter side.

**ACCUSTOMED to a sales curve that moves steadily upward, with allowance for summer recession, broadcasters looked with concern at the sagging in billings that occurred in the first postwar spring and early summer. In a quick nationwide roundup of all industry segments, BROADCASTING finds ample reason to predict a brisk autumn that may offset losses earlier in the year and wind up with the usual alltime record in billings. In a nutshell, here is what was learned:**

**NEW YORK—Post-war uneasiness disappearing; spring losses being overcome; cautious optimism prevails.**

**CHICAGO—Vexed by national and international problems that hit manufacturers and buyers alike, agency and radio folk show luke-warm enthusiasm for next few months.**

**WEST COAST—Highly optimistic; availabilities scarce; spot soaring; long-term contracts being signed.**

**CANADA—Business is good, with increase over 1945 expected; strikes and material shortages cause concern; many large-city stations sold to capacity.**

### West Is Optimistic

Exception, of course, is the West Coast where not a pessimist was found. Definite improvement has occurred in the last three months in view of the fact that the feared business slump failed to develop. National and regional network time is hard to find, with many advertisers turning to transcriptions.

Long-term contracts are the thing on the Coast and sponsors are holding on to desirable time. Only decline noted is in the religious advertising field. This is due to the fact that many stations will not sell religious time. Even so, West Coast religious groups are billing over $2,500,000 this year.

Commercials are now designed to sell goods, replacing in many cases the wartime institutional

(*Continued on page 16*)

*Television*

# Autumn Expansion Is Seen for Video

## Constant Increase Noted In Advertising Contracts

By BRUCE ROBERTSON

THE OUTLOOK for television in New York this fall is bright. The three video stations are planning expanded programming; the volume of advertising is constantly increasing; set manufacturers expect to start delivering video receivers to dealers in September, with an increasing flow of sets reaching the market during the fall. More sets mean more audiences; more audiences should attract more sponsors; more sponsors should mean better programs, which should continue the spiral by encouraging more people to buy television receivers.

Programwise, the immediate emphasis will be on sports, for several reasons. First, sporting events are today television's most professional entertainment. Second, with RCA rapidly catching up on its orders for image orthicon tubes, television can now bring these out-of-studio programs into the home with a clarity and detail that makes home viewing in many cases as good as or better than that in the hall or park where the event is staged. Also, a ball game or fight card provides several hours of video program fare far more easily for the broadcaster than the same amount of time devoted to studio programs.

### Liked by Sponsors

Sports have always been ranked among the most popular programs with the television audience and, possibly because of that, with sponsors. Gillette Safety Razor Co., whose sponsorship of the boxing bouts on WNBT (NBC) each Friday evening has keynoted commercial sports telecasting, is being joined this fall by Ford Motor Co., which will sponsor the home games of the Columbia U. football team and a varied schedule of hockey, basketball, track, etc., from Madison Square Garden on WCBW (CBS).

If the Brooklyn Dodgers retain their lead in the National League and capture the pennant there is little doubt that the Brooklyn games of the World's Series will be televised—a video "first" that would doubtless rival the telecast of the Louis-Conn fight in interest.

Seven Army football games will be telecast on WNBT, sponsored by Goodyear Tire & Rubber Co., including two from New York and five relayed from West Point. United States Rubber Co. is also bringing its *Friday Night Quarterback* series, with Columbia Coach Lou Little, back to WNBT this fall.

WNBT is currently on the air

(*Continued on page 81*)

# Index Finger Points . . . . . An Editorial

THE ART OF broadcasting has reached a turning in the road.

This has been apparent to the perceptive eye of a few, but many have missed the guideposts.

This is the beginning of the second year after the war. The first year perhaps ended an era. It was a year attended by mad scrambles for facilities and equipment; by pedantic attacks against American radio, both in official and less-than-official circles. It was a year in which broadcasters, trying to meet impossible commitments under impossible pressures, had little time to think of the future—and what time they did have was given to fretful misgivings about postwar recessions.

And now the turning. In this issue, we present for the 15th consecutive year, the Fall Business Index. To those who have read previous editions, there will be visible the subtle signs of transition.

Business is good. That slight dip in revenues in the first two quarters has found compensation in rising sales curves now. It would seem then like the other 14 years, would it not?

But you must weigh the evidence carefully. This year, one hears no wild predictions of soaring business to come. There is a different approach. Broadcasters are thinking in terms of more than business.

Some might say—principally the authors—that the Blue Book has brought about this gradual metamorphosis. We don't think so. Nor do we think it arises from listener-pressure. It finds roots in the soil which has nutured America's growth. In springs from competition.

FM. Television. A 20% growth in AM outlets. No broadcaster tomorrow will be free from such competition. Such a tremendous growth in a mass medium must lead to one of two results: (1) a diluted audience for stations on the air or (2) a larger audience to accommodate the greater number of facilities.

We foresee accent on the latter development. For the pioneers in radio, and those who are entering the field now, recognize that a Hooper sets-in-use average of 18 or 19% for 1000 transmitters to service is not sufficient, economically, for the two and three thousand stations to come. There must be more listeners for radio; and you get more listeners by wiser programming.

Sets are rolling off the assembly lines. The circulation will be there. Competition will do the rest. But at the end of the fiscal trail, henceforth, we'll be counting listeners before we count dollars.

## Radio Billings

(*Continued from page 15*)

messages that preserved brand names or promoted the nation's welfare.

In Chicago few industry spokesmen were willing to venture hopeful predictions for next year, though many concede that business in 1946 has been good. Fear of pressure from printed media is noted among radio folk, along with worries associated with labor problems and material shortages.

With wartime profits a matter of history and with advertisers taking a new interest in the tax dollar, the cozy days of radio salesmen are over and they must now get down to work, many midwesterners believe. Even so, a study of typical comments reveals a reserve based on sober realization of postwar problems, a reserve that would quickly disappear if the autumn increase comes up to their cautious predictions.

**Bright Television Prospects**

A factor of growing but not major importance is the peacetime development of commercial television. Fall prospects for this medium are definitely bright, judging by comment in New York circles. Advertising volume is rising and expanded programming is under way.

Set manufacturers are planning to deliver some models to dealers in September and later in the autumn will step up their production. More than one manufacturer is tooling up for quantity production of reasonably priced models but this is still at least a month or two away.

Program emphasis of television stations this autumn will be on sports, which provide good entertainment with the modern pickup equipment now used. Should the Brooklyn Dodgers win the National League pennant, the World Series will be broadcast.

In Canada overall broadcasting business is good. Some stations and groups report increases, the majority see about the same level as last year and a few pessimists anticipate a drop of as much as 10%. In the larger cities many stations are booked to capacity despite economic unsettlement caused by strikes and material shortages.

**Food Sponsors Returning**

Food sponsors are returning in force to major markets. Government programs, sponsored in quantity during the war, are about through but many accounts off the air for several years are back. Canadian Broadcasting Corp. is heavily booked, having little time available on its national networks. Nights are sold out this season.

Some increase in transcription programming is found in the Dominion and some of these productions are being sent across the border. General increase in Canadian business, reflected in advertising, is attracting American agencies, with a number of branches opened this year.

Roundups by BROADCASTING staff members in key broadcasting centers will be found on adjoining pages.

## Tintex Campaign

PARK & TILFORD, New York (Tintex), has started its semi-annual advertising campaign using one minute spots and chain breaks on about 200 stations effective Sept. 9. Contracts run from 10 to 13 weeks. Agency is Charles M. Storm Co., New York.

## Ford Video

FORD MOTOR Co., Dearborn, Mich., Sept. 28 for football season will sponsor telecasts of the Columbia U. football games from Bakers Field, New York, on WCBW New York, CBS television station. Agency for Ford is J. Walter Thompson Co., New York.

Drawn for BROADCASTING by Sid Hix

*"Murgatroyd, sometimes I think you take your job too seriously."*

## Bulova Options

KEEPING pace with current FM interest, Bulova Watch Co., New York, has first option on time signals on several FM stations throughout the country. At present company is using only one FM station, WENA Detroit, with two time signals, seven nights a week, through The Biow Co., New York. As for AM, Bulova will increase its current time signal campaign for the Christmas season by buying an additional number of time signals on various stations. Schedule will begin latter part of September and run until Christmas.

## Miles Renews

MILES LABS., Elkhart, Ind. which last week switched *Quiz Kids* from ABC to NBC and dropped *National Barn Dance* on NBC in favor of *The Roy Rogers Show*, has renewed the 52 week sponsorship of *Lum 'n' Abner*, 7-7:15 p.m. (CDT) over ABC, effective Sept. 30.

## Paradise Places

BISCEGLIA BROS. WINE Corp., Chicago (Paradise Wine), resumes broadcast advertising Sept. 9 or 16 with chain break and minute transcribed jingles in New York, Chicago, Boston and Buffalo. Stations not yet selected, according to Olian Adv., Chicago, agency handling account.

## Signs ABC Spot

BROWN & WILLIAMSON Tobacco Co., through Russel M. Seeds Co., Chicago, begins sponsorship of *Fact or Fiction* starring Johnnie Neblett, over ABC, effective Oct. 6. Program will be heard Sun. 1:55-2 p.m. (CDT) and marks first five-minute series to be used by sponsor.

*Business Index—New York*

# Postwar Radio Uneasiness Disappearing

## Cautious Optimism Is Noted Along Radio Row

By EDWIN H. JAMES

LAST SPRING, six months after the Japanese surrender, sales executives inhabiting New York's Radio Row, the business center of U. S. broadcasting, belatedly awoke to the fact that the war was over. They were jittery to note as the easy-come, easy-go economy of war wore off that sponsors whose abnormal incomes had encouraged willy-nilly purchasing of radio time were now paring their expenditures.

Estimates of the loss of network revenue in the early spring ran to an hysterical high of $10,000,000. A soberer and probably more accurate assessment of the value of cancelled network time was $7,340,453 [BROADCASTING, May 20].

### Lever Pares

Nor were salesmen's jitters soothed by reports, current at the time, that Charles Luckman, wonder-boy of U. S. soap selling, bellwether of radio advertisers, had decided, upon succeeding to the presidency of the giant Lever Bros., to cut the soap combine's radio appropriation to the bone.

It was true that Mr. Luckman was retrenching in Lever's radio budget, but the money saved thereby was not diverted to other media. The essence of Mr. Luckman's plan seemed to be a reduction in his total advertising appropriation.

Among some radio sales executives the shock of sudden cancellations by wartime sponsors temporarily overcame good sense. As cancellations mounted on their desks, they fearfully visualized distress spreading through the industry. Fortunately, by far the majority of radio's businessmen diagnosed the problem, set about a cure.

Radio's troubles, they knew, were the troubles of most American industries. The economic dislocation that beset the makers of automobiles or sewing needles beset radiomen as well. After five years of producing for a non-competitive and unlimited market, U. S. business was returning to U. S. peacetime business ways. What was needed now was the hard slugging of U. S. salesmanship.

By last week the fat of five years of comparative inactivity had disappeared from radio salesmen's waistlines. Trimmed down to fighting weight, salesmen were working hard, and the results showed it. Much of the loss of the early spring had been overcome. By year's end radio's robust financial health would probably be recovered.

Among New York's executives of networks, station representative firms and advertising agencies there was a cautious optimism. Said one network vice president: "Business will be good, but I don't think it will break any records."

It was clear that the third quarter of 1946 would reflect a sizable, but not mortally serious, loss of network business. The Aug. 15 network program ratings of C. E. Hooper Inc. revealed that the total sponsored hour index was 53.5. It had been 66 in a similar period last year.

New business and renewals signed by networks during summer months would be reflected in the latter part of the third quarter and throughout the fourth. It seemed likely that the reflections would be pleasing to any radioman's eyes. (See list of new business and renewals signed by networks.)

### New Network Contracts and Renewals

LIST of new business and renewals signed by the networks as of Aug. 14 follows:

#### NBC

Renewals—Liggett & Myers, Chesterfield Supper Club; General Foods, Dinah Shore; General Foods, Maxwell House Coffee Time; Procter & Gamble, Life of Riley, Life Can Be Beautiful, Ma Perkins, Right to Happiness, Truth or Consequences, Road of Life, The Drene Show; General Mills, Guiding Light, Today's Children, Betty Crocker, Woman In White; Bristol-Myers, Duffy's Tavern; P. Lorillard, Meet Me at Parky's; Kraft Cheese, Kraft Music Hall; Colgate-Palmolive-Peet, Can You Top This?, Judy Canova Show; Reynolds Tobacco, Grand Ole Opry; International Harvester, Harvest of Stars; Standard Brands, One Man's Family, Alec Templeton, Tommy Dorsey; Carnation Co., Carnation Contented Hour; Lewis-Howe Co., Date With Judy; American Meat Inst., Fred Waring; Bell Telephone, Telephone Hour; Brown & Williamson, Evening With Romberg; Centaur Co., Molle Mystery Theater; Sterling Drug, Waltz Time, Manhattan Merry-Go-Round, American Album of Familiar Music.

#### MBS

New—Serutan, Gabriel Heatter; American Transit Assn., Spotlight on America; Cudahy Packing Co., Nick Carter; Murine, Cecil Brown; Balm-Barr, The Shadow; Army, Spotlight Bands; Religious, Bible Institute; General Foods, House of Mystery, Buck Rodgers; Seventeen magazine, It's Up to Youth; Ronson, Twenty Questions; Commercial Credit Co., Special Investigator; Metropolitan Life, Stan Lomax.

Renewals and Expansions—Conti Castile, Treasure Hour of Song; Feenamint, Double or Nothing; American Safety Razor Co., The Falcon; Revere Copper & Brass, Exploring the Unknown; Bayuk Cigars, Inside of Sports; D. L. & W., The Shadow; Mutual Benefit Health & Acc. Assn., Mystery Is My Hobby; Wander Co., Captain Midnight; Ralston-Purina, Tom Mix.

#### CBS

New—American Home Products, Give

(*Continued on page 30*)

The income and billings of the networks seemed to show that 1946 would be a year of anything but famine in the radio business.

Mutual reported a 47.2% increase in gross billings for the first half of the year as compared with billings in the similar period of last year. In the first six months of 1946 Mutual's gross billings were $13,556,944.16; in the similar period of 1945, they were $9,209,353.10.

### ABC Business Up

ABC's business also was up, not by the spectacular jump of Mutual's billings but at least enough to indicate that ABC was still healthy. For the first seven months of 1946 ABC's business was $20,037,636, or 5.13% above that of the similar period last year.

CBS, meanwhile, reported a nearly $1,000,000 increase in its net income for the first half of 1946, as compared with the first half of 1945. Figures were $3,200,716 for the first half of 1946, $2,224,170 for the first half of 1945.

Although NBC had not released figures on billings or income, an executive of that network said that business was at least as good as it was last year. He predicted that for the rest of 1946, NBC's revenue would remain at 1945 levels. NBC's problem, he said, was to find

(*Continued on page 32*)

*Chicago*

# Midwest Lukewarm on Fall Prospects

## Stiff Competition Among Media Is Foreseen In Section

By FRED W. SAMPLE

IF RESPONSES of the majority of agency and network executives in Chicago to inquiries as to dollar volume of time buying for the first six months just ended is any criterion, the radio industry faces a period of stiff competition.

Favorite sport among these business leaders at the moment is the waiting game and while many concede that 1946 to date has continued to support the flood of wartime dollars invested in radio in 1945, the statements begin to sound somewhat vague when the subject of 1947 is brought up.

### Not Too Optimistic

Reasons for the worried brows of many Chicago radio people are numerous. Most important is the pressure from competing media, including newspapers and magazines suddenly supplied with paperstock worth its weight in gold during the war years. But close behind follow domestic problems associated with reconversion, including labor difficulties and material shortages, and pending contract negotiations with AFRA and the AFM.

In short, few radio executives look to 1947 as a good year to buy yachts and convertible coupes.

In a survey conducted among stations, network sales and advertising agencies, attempts to pry estimates of network and spot revenues for the past six months drew comments ranging from "Sorry, but we can't reveal those figures," to "Don't be silly."

Central Division volume of NBC for the first seven months of 1946 is "about on a par" with the same period last year, but by the end of 1946 the volume may be up as much as 10% to 15%.

Frank Schreiber, WGN general manager, said the station's spot and local business is "satisfactory" and the station may pass its record 1945 total.

At CBS Western Division offices in Chicago and its O&O station, WBBM, Don Roberts, head of network sales, and J. V. McLoughlin, assistant to Frank Faulkner, assistant to H. Leslie Atlass, vice president and general manager, said prospects for an increase in business looked good, despite the loss of three of its best accounts, *Bachelor's Children* (Continental Baking Co.), effective Aug. 23, and General Mills' *Valiant Lady* and *Light of the World*, effective Sept. 27.

### MBS Cheerful

Ade Hult, general manager of the MBS Central Division in Chicago, said business was "excellent" and looked for 1946 to surpass the 1945 total. Mr. Hult pointed to *The Websters* (Quaker Oats) and *Vic & Sade* (Fitch) as examples of business that had come into the Mutual fold. He recalled that the MBS half-year gross was up over 47%.

ABC's Central Division was noncommittal when the question of revenue was broached but optimistic about fall bookings. Armour Packing Co. is expected to buy a half-hour on ABC, probably *The Al Pearce Show* which was stymied at the contract signing stage by OPA uncertainty.

Gil Berry, network sales manager for the ABC Central Division said the Chicago office had con-

(*Continued on page 45*)

*Business Index–West Coast*

# Pacific Circles Expect Heavy Placements

## Time Availabilities On Nets, Stations Still Scarce

By DAVE GLICKMAN

BACKED UP by cold facts and figures [BROADCASTING, July 29, Aug. 5, Aug. 12], the ever optimistic West Coast continues to maintain that attitude. Business is excellent and broadcasters, station representatives and agency executives expect a continuation of this prosperity throughout the fall and winter. Return of the competitive market brought about by relaxation of OPA regulations is generally regarded on the West Coast as a harbinger of continued heavy radio billings.

With time availabilities still at a premium, prospects for fall and winter as well as early spring of 1947 look good to station owners and managers. Agency executives and advertisers who want choice time face difficulty. The West Coast continues a seller's market.

**Spot Running High**

Judging from reports gleaned during this survey, spot business more than held its own during the past summer on the West Coast. Stations that feared a slump were delightfully surprised, with spot placement running well ahead of anticipation. As a whole, national advertisers continue to recognize the West Coast as a bonanza territory. They are doubling their efforts with concentrated spot campaigns, hitting the western market with heavy schedules, buying time in major as well as secondary areas.

Many West Coast advertisers will use their first radio in a local test before expanding outside this area. There are others with regional network time who are mulling plans that will take them east of the Rockies. Others will invade the Southwest. Spot announcements and participation programs will be used in specific markets.

Agency men report they are stymied in making plans for clients. Difficulty at the moment, it was pointed out, is finding available and desirable time on stations.

There are still problems of manufacture, packaging and distribution that have slowed up West Coast advertisers. But this, it was explained, will not stop follow-through by advertisers on proposed campaigns as soon as these problems are dissipated. Meanwhile, some of these advertisers are planning to roll with limited budgets to keep their brand names in the competitive market. Pre-war some of these accounts were strictly spot users. Now they want to go regional network, but are short pursed. This likewise causes them to hold back despite their recognition of the need.

Despite reduced advertising schedules by some firms which continue to face shortages of basic commodities, expanded growth of the West has old advertisers jockeying for bigger shares of the potential buying power. In addition, new firms, recognizing need for establishment of their trade name as well as being conscious of the increasing competition, are planning to use radio as heavily as their budgets will permit.

Added sales stability this year is seen in heavy purchase of political time. Since this is an election year, political time will remain prevalent through October. At that time pre-Christmas advertising is expected to take up any possible slack.

Although not a vital factor in regional network sales, pre-Christmas activity is nevertheless a dominant factor for independent stations in their respective markets. Broadcasters report that commitments on hand from department stores, specialty stores, jewelers and other luxury distributors, indicate heavy use of radio time to attract Christmas shoppers.

Fall and winter radio prospects look much brighter now than they did three months ago, with agencies in San Francisco and Los Angeles weighing budget increases instead of decreases. One Hollywood agency executive even went so far as to say that certain advertisers that had cancelled plans two months ago are now striving to regain available time. Since some markets are currently impossible to penetrate because of non-availability, several advertisers are using select smaller adja-

(*Continued on page 41*)

## ERA OF COSTLY SHOWS WANING

### Coast Observers See $3,000-$8,000 Packages —Bringing Best Sales Results—

NETWORK and agency executives on the West Coast generally agree that the era of high-priced package shows is on the wane. They believe that the package show of tomorrow, if it is to be sold at all, will of necessity be in the $3,000 to $8,000 bracket, since sponsors have found that the best sales results and listeners-per-dollar ratings have been achieved in that category.

The trend, they declare, is toward packages which may be presented to the client as super-economical yet embodying tried formats for audience pull. It is apparent that there won't be an abundance of such material and, with sponsors rapidly making up their minds for fall season, desperation is so strong in certain quarters that they may finally break down and begin to look at "something new" even if source is not a "name."

Cycle of giveaway shows seems to be on the decline. Sure-fire ideas along those lines are meeting cold shoulder at many of the major agencies.

Top comedy shows carry a prohibitive budget and have never been duplicated without use of high-priced stars, so new formats along that line are unlikely. Best bet seems to be mystery and psychological dramas, with proven audience appeal and inexpensive packaging where there is no guest star requirement.

*Canada*

# Dominion Encouraged by Prospects

## Several Sponsors Are Returning After War Absence

By JAMES MONTAGNES

BROADCASTING stations in Canada will continue to stay in the black this fall and winter, judging by the amount of advertising booked and under discussion. A survey of advertising agencies, sponsors and station representatives in Toronto leads to a diversity of opinion as to whether the forthcoming season will be better than the same season a year ago.

All said that business is good. The most pessimistic said business overall might be down 10%. The majority said it would be about the same. Some agencies reported more radio advertising booked, including more accounts.

**Capacity Bookings**

There is a definite realization that the stations in the larger cities are booked to capacity, are having difficulty clearing time. Stations in some of the smaller markets are losing some business, both on networks and spot business.

Some advertisers are retrenching their radio appropriations due to strikes and shortages of materials, as well as turning to other media. Other advertisers—and this applies especially to food products—who have been out of radio for some of the war years are coming back after test campaigns but sticking to major markets. At least two important network accounts switched some of their programs from network to spot.

Most Canadian network advertisers have continued their programs for the fall and winter season, and some new ones are in the offing. CBC commercial division officials point out that "at present the outlook for network commercial revenues is approximately on a par, or slightly higher, than last year. All time available for commercial programs after 8 p.m. on the Trans-Canada network is entirely taken up. On the Dominion network there still remains a small amount of commercial time during the evening periods but the time availability picture on the Dominion is likely to be almost as tight as on the Trans-Canada before the new broadcasting season opens.

"In the daytime the available commercial periods on the Trans-Canada network are practically all sold. Good daytime periods are available on the Dominion network. Bookings on the French network have left very little time available in either day or evening periods."

Listings of Trans-Canada and Dominion network time sold shows little change from a year ago, with about the same number of American and Canadian programs. Some of the big name American programs dropped last year, in a change of sponsors—Jack Benny, for example—are not expected back on Canadian stations, and a number of other American network programs have not yet been confirmed for the coming season.

**Heavy Industries**

To offset any such programs which may not return to Canada, it is understood from agencies that a number of new network programs are still under discussion. Strikes, shortages of materials, and building up an inventory, will play an important part in bringing such programs on the air. For instance, one agency points out that possible network shows are being planned by heavy industries as automobiles, rubber, and electrical appliances. A national insurance company has definite plans for a network program.

During the war years, and as late as last winter, Canadian sta-

(*Continued on page 68*)

# Storer Acquires WJBK for $550,000

## Will Sell Existing Ft. Industry Station If FCC Orders; Price New Record

RETURN of George B. Storer to Detroit radio in which he pioneered nearly two decades ago was foreshadowed last week with completion of negotiations for acquisition of WJBK Detroit by Fort Industry Co. from John F. Hopkins Inc., for a record local station figure of $550,000. The transaction would be subject to FCC approval and necessary transfer papers were to be drafted promptly.

Mr. Storer, a native of Detroit and one of the country's best known broadcasters, has been identified over the years with Detroit ownership, including WGHP (now WXYZ) which he sold to King-Trendle in 1930; CKOK (which became CKLW) which has served as the Windsor-Detroit outlet of CBS and MBS; and until 1938, owned a 16 2/3% interest in WJBK.

The purchase was negotiated by Mr. Storer with James F. (Freddie) Hopkins, president and general manager (45% owner) and Richard A. Connell, automobile distributor and real estate owner (55%) owner, through the law offices of Horace L. Lohnes, Washington. The $550,000 figure is exclusive of quick assets at closing.

Mr. Storer Mr. Hopkins

**Previous Record**

The previous record figure for a 250-watter was established in 1944 when WINX was purchased by the *Washington Post* from Lawrence J. Heller for $500,000. At about the same time, however, negotiations were in progress for sale of WJBK to the UAW-CIO Detroit headquarters for $750,000. This fell through, however, when the union found it would be inexpedient for it to own such an outlet. WJBK operates on 1490 kc. with 250 w. It has enjoyed phenomenal success for a local in a multiple-station market.

Along with WJBK goes a conditional grant for an FM station for Class B service. The WINX purchase did not include an FM grant, and Eugene Meyer, owner of the *Post* subsequently purchased the Jansky & Bailey developmental FM station, W3XO for $75,000.

Mr. Storer, who several months ago was released from active Navy duty as a commander after wartime service which won him high commendation, has reestablished Fort Industry Co. headquarters in Detroit and has repurchased his former home there. He will actively direct policy of Fort Industry, including the present seven subsidiary stations and the Standard Tube Co., and proposes actively to direct WJBK.

J. Harold Ryan, vice president of Fort Industry and former NAB president, will continue to headquarter in Toledo at WSPD, but will direct the company's fiscal operations. Lee B. Wailes, Fort Industry general manager, will remove shortly from Washington to Detroit headquarters. John B. Koepf, assistant to Mr. Wailes, will assume charge of Washington operations, reporting to the new Detroit headquarters.

Mr. Storer asserted that Fort Industry would stipulate in its application for transfer of WJBK that if the FCC feels Fort Industry should not expand the number of stations it operates beyond the present seven, it would agree to dispose of one of the existing stations within a reasonable time. The Fort Industry stations, in addition to WSPD are WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, WLOK Lima and WHIZ Zanesville.

**Not Number But Location**

On the other hand, it was recalled that the FCC in its recent decision proposing denial of the transfer of KQW San Francisco from the Brunton Brothers to CBS for $950,000 held that it was not the number of stations, but their location and importance in key markets that should govern multiple ownership policy. It is conceivable that as few as three stations in key markets and with prime facilities could constitute an objectionable concentration of ownership, the FCC majority said, whereas a multiplicity of stations with lesser assignments widely separated and in markets having ample facilities might not prove objectionable.

Mr. Hopkins, it is understood, desires to dispose of WJBK to enable him to devote full time to the proposed new station in Ann Arbor tentatively authorized by the FCC last Aug. 9 for James F. Hopkins Inc. for 1600 kc with 1,000 w unlimited. This grant, however, awaits final FCC action.

### 'Pot O' Gold' Back

LEWIS-Howe Co. New York (Tums) Oct. 3 starts sponsorship of *Pot O' Gold*, featuring Harry Salter's orchestra with vocalists Jimmy Carroll and Vera Holley as well as Peter Donald as m. c., Thurs. 9:30-10 p. m. on ABC. Agency is Roche, Williams & Cleary, New York.

### Campbell Replaces

CAMPBELL SOUP CO., Camden, N. J., Sept. 29 replaces *Corliss Archer* on CBS, Sun. 9-9:30 p. m. with *Hildegarde*. Agency is Ward Wheelock Co., New York.

### Emerson Expands

EMERSON Radio and Phonograph Corp., New York, last week announced the acquisition of all of the authorized and issued capital stock of Plastimold Corp., Attleboro, Mass., manufacturer of radio plastic cabinets and variety of molded plastic products.

The Plastimold Corp. will serve as a wholly-owned subsidiary of Emerson, according to Benjamin Abrams, president of Emerson, and will continue with the present operating personnel, maintaining the same policies.

# Canada Seeks Firmer Radio Control

## Committee Report Seen Affecting Private Renewals

By JAMES MONTAGNES

USE OF THREE clear channel frequencies, 860 kc, 990 kc and 1010 kc, for 50 kw stations of Canadian Broadcasting Corp. was recommended by the Parliamentary Radio Committee in its report issued at Ottawa Aug. 17.

Along with recommendation to take over these frequencies from private stations now occupying them, was recommendation for Parliament to allow CBC unlimited loans to finance expansion, to increase its receipt of listener license fees by having the treasury finance the costs of collecting the license fees instead of deducting them from total before paying balance to CBC, and disapproval of giving private broadcasters the right to form a private network.

Parliamentary Committee also recommended that Dr. Augustin Frigon be given security of his post as CBC general manager until he reaches age 65. He is now 58 years old. He is last living member of three-man Royal Commission of 1929 which recommended nationalization of Canadian broadcasting, became assistant general manager when CBC formed in 1936, general manager in Sept. 1944.

Probably most important recommendation of the committee for the private broadcasters is that dealing with renewal of licenses. The committee stated that it was the duty of the CBC and the Department of Transport, licensing authority, to make sure that the private stations discharge their trust. Said the recommendation:

**Blue Book Theme**

"That as a condition of the issuance or renewal of any license a station should be required to submit to the CBC Board of Governors an undertaking that it would faithfully perform its duty as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, the discussion of matters of local interest and the development of local talent and other public service broadcasts.

"By this means it would be emphasized to all that the right to occupy a frequency is a privilege granted to one who thus acquired a temporary monopoly in the use of an air channel which belongs to the people and it would be a constant reminder also to the CBC and licensing authority of their duty to see that all such persons carry out their obligations to their respective communities."

Regarding the radio appeal board which the Canadian Association of Broadcasters had recommended to the committee, the report points out this should be investigated further by the CBC, Department of Transport and the next session's Parliamentary Radio Committee.

Insofar as the seizure of clear channel frequencies is concerned, the committee felt that the private stations should have known that these would eventually be taken over by the CBC when it was ready to go ahead with its expansion plans. Taking over the frequencies, the committee pointed out, was in accordance with a long-approved policy and believed "there is not and could not be any argument as to the legal rights of the frequency holders. Aside from any notification that may have gone to these station owners, your committee feels that they either were aware or had reasons to be aware of the policy of the CBC and hence must have known, or should have known, that these wave-lengths would have to be developed in order that Can-

(*Continued on page 88*)

# Changes to Be Sought in Record Rule

## Plan to Identify Discs By 'Name Talent' Being Prepared

A REQUIREMENT that identifying announcements be made when recordings of "name talent" are broadcast is expected to be sought by several licensees when FCC holds oral argument on its proposed liberalization of the rule on announcement of mechanical records.

NAB board members voted 17-to-6 against such a proposal [BROADCASTING, Aug. 12], but some of the minority six and other licensees were reported last week to be preparing statements supporting a "name band provision" for submission to FCC before deadline for filing exceptions to the proposed rule falls today (Monday). Date for oral argument has not been set.

Among those "considering" submission of suggested changes were NBC, KFI Los Angeles,

*Another related story on page 80*

KVOO Tulsa, and Fort Industry Co., who with CBS and WGBI Scranton formed the minority six voting against NAB board approval of the proposed rule as it now stands.

CBS was preparing a brief requesting a clarification of the proposed rule.

NBC was said to be planning definitely to submit "something," although the exact nature of the suggestion had not been fully determined. Trend of the thinking was along lines that indiscriminate use of recordings should not be permitted when, either affirmatively or inadvertently, the impression is created that live talent is being used. It was thought the proposed rule might be satisfactory if amended to require identification of recordings as such whenever the name of the talent is announced.

Bamberger Broadcasting Service (WOR New York) already has asked for oral argument and filed a brief primarily concerned with provisions dealing with identification of short spot recordings. J. B. Conley, manager of Westinghouse Radio Stations, and Ed Craney, owner of KGIR Butte, have filed statements generally endorsing the proposed changes. NAB's endorsement was being prepared for filing late last week.

The proposed amendent of the rule (3.407), announced June 3, provides that a recorded program shall be so identified at the beginning and end if it consists of "a speech, news event, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance" and if its presentation would give the impression that the broadcast was live. Recorded programs less than one minute long would be announced only at the beginning. Subsection (b) provides that any other program of one or more mechanical records need not be so announced, but that there may be no "affirmative" attempt to create the impression of a live broadcast [BROADCASTING, June 10].

Bamberger favored Subsection (8), but said it felt the existing rule requiring an appropriate announcement at the beginning of a recorded program of less than five minutes is "entirely satisfactory."

"In actual practice," Bamberger said, "our news programs contain spot recordings up to 2½ minutes in length. An appropriate announcement at the beginning and end of so short a recording is, in our opinion, unnecessary and offensive to the listening audience. If the listener is tuned to our station, he automatically hears the announcement if it is made at the beginning of the recording. If the listener tunes in our station during a recording as short as a minute to two and a half minutes, such listener would not hear a sufficient amount of the recorded matter to require, or have any interest in, its identification by an announcement at the end of the recording. As a matter of fact, the material in such short recordings is such that the listener is thoroughly indifferent as to whether it is, or is not, a recording. However, to prevent abuse, it may be desirable by rule to require one identifying announcement to be made."

Mr. Craney told the Commission that KGIR is in "hearty approval" of the proposed changes. "We believe this will materially better broadcasting as it will take off the air the repetitious announcements now heard which mean but little to a listening public," he declared. "We are in hearty accord with letting the public know what it is listening to, and we are in hearty approval of the section which would prohibit broadcasters from trying to mislead the public into thinking that name bands might be in the studio."

Mr. Conley, of WRS Inc., said the proposal "is a very constructive one and should help to advance the art of broadcasting considerably. While actual operation under the revised rule may require some slight modifications, we are positive that the overall effect would be extremely beneficial." He said it would "be extremely helpful to small stations which schedule numerous transcribed or recorded programs" and might lead "to greater listener acceptance to their programs," thus promoting "a keener competitive situation between stations."

# *New Advertising Agency Established By Day, Duke & Tarleton in New York*

Mr. Day

Mr. Duke

Mr. Tarleton

FORMATION of a new advertising agency, Day, Duke & Tarleton Inc., with offices in the Marguery Hotel, 270 Park Ave., New York, was announced Aug. 20 by William L. Day, president and treasurer.

Mr. Day, for 15 years vice president, director and chairman of the advisory committee of J. Walter Thompson Co., later succeeded Chester Bowles as chairman of the plans board of Benton & Bowles. Subsequently he held the same position at Foote, Cone & Belding, where he worked on such accounts as Lucky Strike, New York Central, Bourjois & Co., Armour & Co., California Fruit Growers Exchange, and Frigidaire.

Col. Florimond D. Duke, vice president, is now director of UNRRA activities in Greece, and his plans for returning to business have not been announced. Formerly advertising director of *Time*, *Newsweek* and *Fortune*, he spent 15 months of the war in German prisons, having been captured during a dangerous mission to Budapest.

John V. Tarleton, vice president, former senior art director of J. Walter Thompson, Lennen & Mitchell and William Esty & Co., was president of J. Stirling Getchell Inc. Robert L. Hargraves, vice president and director of media, was director of advertising and market analysis for William Carter Co. The other vice president of the new agency is Ralph Allum, formerly vice president of Blackett - Sample - Hummert and associate director of the War Advertising Council. Samuel H. Weber is secretary.

# Winner of Crosby Stakes Still Runs

## Philco Executive Now Flees From ABC, MBS

STILL slightly wilted and breathless from his successful pursuit of the elusive Bing Crosby, Philco's Vice President James H. Carmine last week found himself the pursued, radio salesmen his pursuers.

Now that he had the crooner's signature on a Philco contract [BROADCASTING, Aug. 19], Mr. Carmine was the most popular boy in town. His intention to put transcribed Crosby programs on the air in every U. S. city that had a radio station encouraged at least two networks and many a station representative to chase him with the fervor that matched his own during the winning of Mr. Crosby.

### Leaves New York

By week's end, Mr. Carmine had left New York, where executives of ABC and Mutual had engulfed him with sales arguments, for the sanctuary of his home office in Philadelphia. There he would have the chance to think about his choice between the energetic suitors.

Meanwhile, lesser Philco executives and representatives of Hutchins Adv. Inc., the Philco agency, continued to meet with ABC and MBS salesmen in New York.

None of the conferees would predict with certainty what Mr. Carmine's choice would be. Said an ABC executive: "We're still optimistic." Said one of Mutual's chiefs: "The door is by no means closed."

Mr. Carmine kept mum. Even when he gave the nod to one or the other of the networks, the pursuit would not be over, he knew. With the network chosen, there would remain some 300 or 400 stations to do business with. The chase by stations would make the network pursuit look like a slow walk.

## Army Extends

U. S. Army Sept. 4 extends *Sound-Off With Mark Warnow* on CBS for five weeks replacing *Ellery Queen* in the Wed. 7:30-8 p. m. period. Latter show is taking five week hiatus. N. W. Ayer & Son, Philadelphia, is agency handling Army recruiting.

# Log Drive

Floating placidly on the pond, for these logs the long journey's over. They've piled up in log jams . . . they've been tossed by raging rapids. But they made it. The log drive's over.

Many a smart businessman could look at that picture and wonder, "How rough will my trip be when the big production starts and the sales heat goes on?"

We can speak only for one sales help in one market. Our sales help is in radio . . . and we're concerned with W-I-T-H, the successful radio independent. The market is Baltimore.

In this, the sixth largest city, W-I-T-H delivers more listeners-per-dollar spent than any other station in this five-station radio town.

In the drive for sales . . . the trip can be made smoother in this market with W-I-T-H on the list. Better put her on!

W·I·T·H

**and the F M Station W3XMB**

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

HITCH YOUR PRODUCT TO A STAR!

Millions of the listening friends of WWVA's Original Radio Jamboree have their own particlar favorites among the host of hillbilly entertainers heard regularly every Saturday night over the Friendly Station. Each performer is a "star" in his own right with his vast circle of friends . . . as proved by over 650,000 pieces of mail received in 1945 from WWVA's loyal listeners.

Why not look into this sure-fire sales medium for your product? Some choice spots are still open. WWVA will be glad to tell you all about the outstanding record the famous Radio Jamboree has built up over the past ten years . . . or just ask a John Blair man for facts and figures. For quick sales for that hard-to-merchandise item . . . **hitch your product to a star!**

**Basic A B C Network**

**WWVA**

**WHEELING, WEST VIRGINIA**

**50,000 WATTS**

# Labor, Management Problems Head Small Markets Agenda

EMPLOYMENT, management and engineering problems lead the list of topics to be discussed by the NAB Small Market Stations Executive Committee at a meeting called by Marshall H. Pengra, KRNR Roseburg, Ore., committee chairman. Committee will meet Sept. 9-10 at the Statler Hotel, Washington.

Likely to come up during the two-day discussions will be the effect of FM stations on the present 650 AM stations that fall in the small market stations category (under 5 kw in cities under 50,000).

Also slated for consideration is the place of small market outlets on the NAB convention agenda Oct. 21-24 at Chicago. A number of station operators are understood to feel that tentative agenda plans [BROADCASTING, Aug. 5] should provide more time for the group, comprising over two-thirds of member outlets.

### Management Trends

The committtee will hear a discussion of the management study series conducted by Arthur C. Stringer, NAB director of special services. Mr. Stringer has been making detailed analyses of all phases of operation at un-named stations representing all parts of the country.

James L. Middlebrooks, NAB director of engineering, will review engineering license problems and describe activities of the department. He is completing work on an engineering handbook to be issued in the autumn.

Audience analyses, including feasibility of revealing Hooper and other surveys to competitive media, will be discussed by Frank E. Pellegrin, NAB director of broadcasting advertising, and Kenneth H. Baker, director of research.

Improvement of local news coverage, uses of BMB data by small market stations and committee services to new stations are listed for discussion. Hugh Higgins, assistant director of broadcast advertising, will describe promotional material, and Lee Hart, also assistant director, will review retail advertising activities of NAB.

Small Market Division work of the association will be reviewed by J. Allen Brown, assistant director of broadcast advertising, who was named to the small market stations post when it was created last autumn.

### Act Explanation

A. D. Willard Jr., NAB executive vice president, has been scheduled to tell small market outlets how they are affected by the Lea Act and review latest developments in the music and Blue Book fields. Ivar H. Peterson and Milton J. Kibler, assistant directors of employe-employer relations, will analyze trends in that field.

Committee members, besides Chairman Pengra, are Glenn Marshall Jr., WFOY St. Augustine; Robert T. Mason, WMRN Marion, O.; William C. Grove, KFBC Cheyenne; Monroe B. England, WBRK Pittsfield; James R. Curtis, KFRO Longview, Tex.; Wayne W. Cribb, KHMO Hannibal, Mo., and Mr. Brown. Board liaison members are Harry R. Spence, KXRO Aberdeen, Wash.; Clair R. McCollough, WGAL Lancaster, Pa.; William B. Smullin, KIEM Eureka, Calif.

## Chaikin to Grey

SEYMOUR CHAIKIN, formerly with Crowell-Collier Publishing Co., New York, in charge of research for *American Magazine*, has been appointed director of research of Grey Adv., New York. Following changes in personnel also have been announced by Grey: Martin H. Heller of agency has been appointed assistant account executive; Leo Beck of agency has been appointed copywriter; Kathryn Gearty, formerly with Paris & Peart, New York, has joined Grey as radio script writer; Philip Fried, after service with armed forces, has joined agency as assistant to comptroller; Glenn Foss, formerly with Rochester Typographic Service, Rochester, joins agency's production department.

## DISC, AGENCY BOOM

### Offices Spring Up Everywhere In Hollywood Area

MUSHROOMING of transcription firms and programs packagers in the Hollywood area during the past year is noted. Some are fly-by-nights. Others have established themselves and are accepted by the industry. Transcription producers report that stations are buying more syndicated programs and are selling them to local and regional advertisers. The boom is on again in that field, they declare.

Within six months there has been an expansion of agency operation, with many national firms establishing West Coast offices in San Francisco and the Los Angeles area. With shortage of accommodations, some are working from hotel rooms. Others have converted cottages and houses into offices. Still others have set up shop in stores around town.

Several West Coast regional agencies have likewise expanded. They've established branch offices in New York, Chicago, and other key cities throughout the country to take care of extended operations.

Seven significant national awards, citations and honorable mentions have come to KLZ so far in 1946. Because KLZ does an outstanding job, it shows up well in any competition. Its every-day performance is just as outstanding, too, as when it is primed for a race. That's why more advertisers, local and national, buy more time on KLZ than on any other Denver station.

# Willard Urges Radio Editorial Policy

## Tells Ohio News Clinic Responsibility Must Be Accepted

INDUSTRY swing toward adoption of station editorial policies, long shunned by many broadcasters, was disclosed by A. D. Willard Jr., NAB executive vice president, addressing the Ohio Assn. of Broadcasters news clinic last Tuesday. Clinic was one of a series sponsored since last autumn by NAB.

The association's aggressive stand developed when Robert T. Mason, owner of WMRN Marion, O., asked Mr. Willard "what could be done to enable radio to attain the prestige which is accorded newspapers through editorializing."

"NAB will do everything to hasten the day when every radio station will build the same position newspapers have built in their editorial policies, and standing up for what they believe is right," Mr. Willard said. He recalled that under the decision in the Mayflower case stations voluntarily gave up editorial privileges, the FCC asserting in the case that no station should have an opinion of its own on controversial matters.

"We have paid the penalty of abiding by this rule," Mr. Willard said. "Why is it that in most communities today a newspaper is a more important factor than a radio station? We don't represent anything in many respects as a result of accepting the Mayflower decision.

"If a paper sees a condition in its community that should be remedied, it gets up and fights. We're wishy washy. The only thing we're 'agin' is sin—and it has to be so obvious we are almost sure there is no contender on the other side of the question. The newspaper stands for what it knows to be proper and right in its community and has gained prestige in standing for those things during the years.

"The time has to come soon when radio will accept the same responsibility. It's your right and duty to determine what your program structure will be. If you want to fight for something you think is right, it's your right to get up and fight for it.

"No one has ever disputed the Mayflower decision, though the Commission has admitted that the ruling could never stand in court. Some station and networks have already begun to have editorial policies and have so labeled them."

The Ohio clinic set a new attendance record for the series, conducted under direction of Arthur C. Stringer, secretary of the NAB News Committee and NAB director of special services. Eighty-three attended, with two other States, press associations and other industry segments represented.

Morning session on news gathering was directed by John Murphy, news editor of WCKY Cincinnati. Glen Jackson, program director of WSPD Toledo, led an afternoon discussion of technical aspects of news handling. Final session on audience analysis and radio news weaknesses was led by Lester Spencer, assistant manager of WHIO Dayton. Main weakness, it was developed, was understaffing of news departments.

Allan Haid, manager of WHIZ Zanesville, described the station's listener panel of 58, which he said had brought station-originated news programs to a higher level than any programs on the station. The programs concentrate on local, regional and state news, with national news "more like a tag line".

Paul Wagner, manager of WPAY Portsmouth, told how the station goes out after its own news and described the close checking of facts. The station recently sent out several thousand postcards telling listeners of the station's news department and soliciting news items.

All-local news programs are successful on WIZE Springfield and WING Dayton, according to General Manager Pat Williams. The stations plan to send scripts of news programs to those whose names are mentioned. WHBC Canton sends two-minute scripts to all of the city's clubs and organizations having noon luncheons.

Clinic plans were in charge of Eugene Carr, radio director of Brush-Moore newspapers; S. Bernard Berk, president of WAKR Akron, and Len Nasman, business manager of WFMJ Youngstown.

Those in attendance follow:

AKRON — WADC, Robert Wilson, Harold Hagemen, Fred C. Bock; WAKR, John W. LaRue, Coleman Scott, Bob French; WHKK, Lew Henry, Harvey Bogen, Emerson Batdorff.
ALLIANCE—WFAH, Paul W. Reid.
CANTON—WCMW, Vic Decker; WHBC, Robert Fehlman, Richard Neher, Martin Alexander, Julius Glass, James Dooley, William Babcock.
CINCINNATI—WCKY, John Murphy; WKRC, Lew Kent; WLW, Nell Smith.
CLEVELAND—WGAR, Charles Day, Dave Baylor; WHK, Glenn Whisler, Murray Young, C. M. Hunter; WTAM, Ed Wallace, Hal Metzger; AM applicant, S. R. Sague.
COLUMBUS—WBNS, Bill McKinnon; WCOL, Ted Shell.
DAYTON—WHIO, Lester Spencer; WING, John Pattison Williams.
HAMILTON—WMOH, Don Meeks.

(Continued on page 26)


**The No. 1 Farm Station in the No. 1 Farm Market would like you to**

**MEET FRANK!**

**This month Frank Field, KMA's top-notch Farm Editor, celebrates his twentieth year on the air as personal advisor to millions of radio listeners. A nationally-recognized authority on planting and plant propagation, Frank's greatest ambition and pleasure *is to be of service to his listeners.* His broadcasts, presented in a simple, "chatty" manner, have become a *must* in the everyday listening habits of KMA's great rural audience.**

**Like all the rest of us, Frank *believes* in KMA's friendly, service programming which has been built on the standard: "to answer, you must have the *facts*". If you, too, believe in *facts*, you'll like the way we do business. Let us—or Lewis H. Avery—give you the *facts* on what KMA's successful *service* shows can do for *your* account in the 155 counties around Shenandoah. *Write!***

**KMA**

**155 COUNTIES AROUND SHENANDOAH, IOWA**

**AMERICAN BROADCASTING CO.**

**LEWIS H. AVERY, Inc., National Representatives**

STATIONS SERVED BY
**The KATZ AGENCY**

*North and Midwest*

| | | |
|---|---|---|
| WCOP | ABC | BOSTON |
| WMT | CBS | CEDAR RAPIDS-WATERLOO |
| WCFL | ABC | CHICAGO |
| WKRC | CBS | CINCINNATI |
| KRNT | ABC | DES MOINES |
| WFBM | CBS | INDIANAPOLIS |
| WFEA | CBS | MANCHESTER |
| WISN | CBS | MILWAUKEE |
| WHOM | | NEW YORK |
| WFIL | ABC | PHILADELPHIA |
| WCAE | ABC | PITTSBURGH |
| WFCI | ABC | PROVIDENCE-PAWTUCKET |
| WTAD | CBS | QUINCY, ILL. |
| WSPD | NBC | TOLEDO |
| WOL | MBS | WASHINGTON, D. C. |
| WNAX | ABC | YANKTON-SIOUX CITY |

THE NEW ENGLAND GROUP

*South*

| | | |
|---|---|---|
| WGST | CBS | ATLANTA |
| WWNC | CBS | ASHEVILLE |
| KLRA | CBS | LITTLE ROCK |
| WMAZ | CBS | MACON |
| WREC | CBS | MEMPHIS |
| WSIX | ABC | NASHVILLE |
| WWL | CBS | NEW ORLEANS |
| WKY | NBC | OKLAHOMA CITY |
| WDAE | CBS | TAMPA |
| WTOC | CBS | SAVANNAH |

*West*

| | | |
|---|---|---|
| KLZ | CBS | DENVER |
| KUTA | ABC | SALT LAKE CITY |
| KHQ | NBC | SPOKANE |
| KGHL | NBC | BILLINGS, MONT. |
| KVOR | CBS | COLORADO SPRINGS |
| KGU | NBC | HONOLULU, T. H. |

MORE MEN

MORE OFFICES

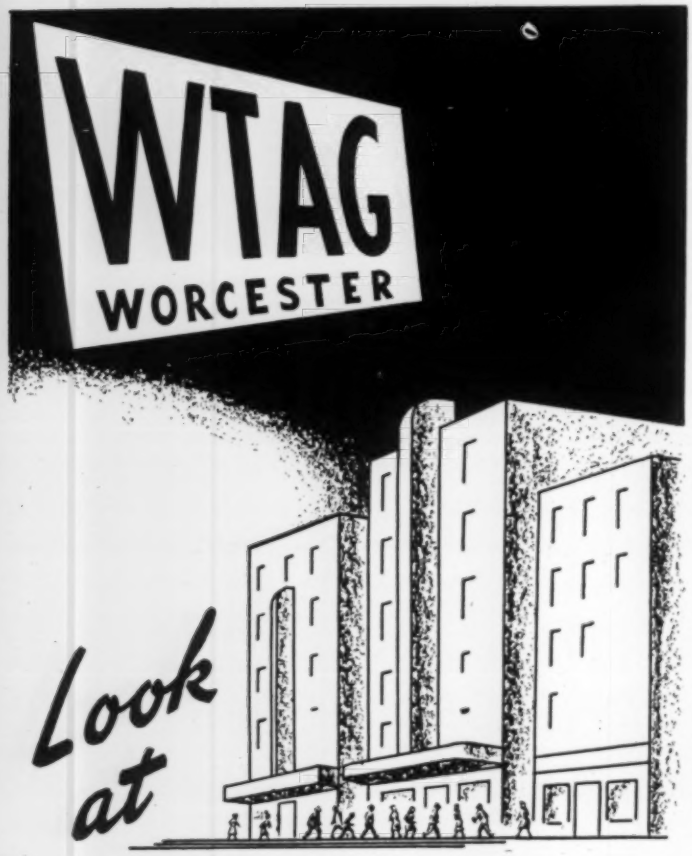
MORE FACTS

**MAKE MORE SALES**

**The KATZ AGENCY, INC.**

*STATION REPRESENTATIVES*

New York • Chicago • Detroit • Kansas City
Atlanta • San Francisco • Los Angeles • Dallas




NEW ENGLAND'S DEPARTMENT STORE SALES!

*Worcester's in the Forefront*

Among the metropolitan centers of New England, Worcester leads the parade in Department Store sales increases over Boston, Springfield and Providence. With a 1945 index of 100, according to recent Federal Reserve Bank figures, Worcester climbed to 156. In Boston the same index was 146, in Springfield 148, and in Providence, R. I., 150.

A prosperous, compact market of 200,000 city dwellers and 300,000 more in the immediate Worcester trading area is responsible for this peak showing. Industrially active, and agriculturally pre-eminent too, Worcester thrives month after month. Radio listening habits of these half million people are almost as one. One Hooper rating after another show WTAG with an all day and night audience in excess of all other stations heard in the area combined. When you buy time, buy an audience — a prosperous one.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

580 KC 5000 Watts

BASIC CBS


## *WBKB, Chicago Video Station, Issues Rate Card Based on Receivers in Area*

WBKB, Balaban & Katz television station in Chicago, threw its hat in the ring for a bid for national television recognition. In a statement made Wednesday by Capt. William C. Eddy, WBKB director, advertisers were informed that for the first time in WBKB's history, the Chicago video station felt television had progressed sufficiently to warrant the introduction of a commercial rate card.

Under a new policy to go into effect immediately, WBKB's commercial rate for 1 hour will be $100; for ½ hour, $60; for 15 minutes, $40. Spot commercials, of two minutes duration will sell at $20 for films and $30 live, Capt. Eddy said. All charges are discountable to agencies at the standard rate, he added.

In outlining the station's commercial plans, Capt. Eddy said charges were based on the 450 known receivers in the Chicago area, with an average of 10 listeners per set. As sets increase, charges will rise accordingly. For example, with 5,000 to 15,000 sets, the hourly commercial rate will be $200, increasing to a top of $1,000 per hour for 35,000 sets or over.

The WBKB director conceded that this might well take two or more years, depending upon the willingness of set manufacturers to establish quotas for receiver production. On the basis of statements made Wednesday by advertising and sales executives of nearly a dozen receiver manufacturers, approximately 5,000 television receivers should be available to the Chicago area by the first of the year.

On this basis, WBKB's charges would be $375 per hour. The station will offer two hours of rehearsal time for each one hour of commercial time at the rate of $25 per hour, as well as provide necessary studio and technical facilities. Captain Eddy emphasized the fact that the station will reserve the right to select the commercial programs to be presented and said the station would accept no spot commercials that did not provide a public service such as a time signal or weather report. WBKB will not broadcast straight commercials without some accompanying public service or entertainment feature, he declared.

Captain Eddy also said construction of additional studios estimated to cost $15,000 would be completed by Sept. 1. This will permit the station to increase its present 20 hours of television broadcasting, he said.

## News Clinic

(*Continued from page 24*)

LIMA—WLOK, Edgar Ulrick.
MANSFIELD—WMAN, Robert Horn.
MARION — WMRN, Robert Mason, Robert Morrison.
PORTSMOUTH—WPAY, Paul Wagner, Rusty Marshall.
SPRINGFIELD—WIZE, Robert Becher, Martha McIntyre, A. H. Karns, John Pattison Williams.
STEUBENVILLE—WSTV, Jack Merdian, Harry Cochran.
TOLEDO—WSPD, Jim Ublehart, Glenn Jackson; WTOD, William H. Spencer.
WARREN—WRRN, Emerson Pryor, Lynn Gifford, Tod Branson.
YOUNGSTOWN—WFMJ, Len Nasman, Bob Wiley, Bill Crooks; WKBN, Don Brice, Paul White, Gene Trace.
ZANESVILLE — WHIZ, Allan Haid, Robert Kerns, Earl Brannon, Russell Gardner.
Other States—WELL, Battle Creek, Forrest Owen; WPIC, Sharon, Pa., Elliott Jones.
Kent State U., Kent, O., William Taylor, Michael Radock; Allegheny College, Meadville, Pa., Hugh Cordier.
Press Associations — INS, Robert Brown; AP, Tom O'Neil; UP, Phil Newsom; Transradio, Herman David, Harrison Oury.
Newspapers — Brush-Moore Newspapers, Roy D. Moore, J. K. Vodrey, Eugene Carr; Canton Repository, Clayton G. Horn; Cleveland Plain Dealer, Charles Conway; Dayton Journal Herald, John Murphy.
McCann-Erickson, Cleveland, Robert Dailey, Rita Whearty.
Carl F. Klein, mayor of Canton; Henry Ernt, Canton Chamber of Commerce; A. D. Willard Jr., executive vice president, NAB; Arthur Stringer, director of special services, NAB.

## *MEEHAN APPOINTED TO RADIO PR POST*

C. M. (Tom) MEEHAN, ex-newspaperman and at one time manager of WHP Harrisburg, last week was named director of public relations for Westinghouse Radio Stations Inc. by J. B. Conley, WRSI stations manager.

Mr. Meehan

He joined Westinghouse in 1944, serving in the advertising section at Pittsburgh public relations headquarters. He was transferred to Baltimore, becoming publicity representative for the Industrial Electronics and X-Ray Divisions in Baltimore and the Home Radio Division at Sunbury, Pa.

Working in the WRSI headquarters, Philadelphia, he will handle public relations for the station group and coordinate publicity at KYW Philadelphia, WBZ-WBZA Boston-Springfield, KDKA Pittsburg, KEX Portland, Ore., WOWO Fort Wayne, along with FM stations in those cities (except Portland) and WBOS Boston, international shortwave outlet.

Mr. Meehan is a graduate of the U. of Maryland. He entered newspaper work in Waynesboro, Pa., later working on the *Harrisburg* (Pa.) *Telegraph*, *Baltimore Evening Sun* and *Philadelphia Record*. He became managing director of WHP in 1931. From 1935 until he entered the Army in 1942 he was engaged in public relations work.

**Affiliation Delayed**

KIST Santa Barbara, Calif., previously scheduled to become an NBC affiliate Sept. 15, will join network Sept. 29.

# NBC has a RICH NEW PRIMARY AREA in California

RODMAN RADIO STATIONS KFRE · KRFM *Fresno*
KERO · · *Bakersfield*

*REPRESENTED BY JOHN BLAIR & CO.*

## *Sales Frustrations of Commercial Man Prompts Poetic Expression of Feelings*

(Editor's note—The feelings of a disgusted salesman during the "five o'clock depression period" are told in this composition, submitted by Paul Wagner, manager of WPAY Portsmouth, Ohio. Mr. Wagner says that Richard Pyles of the station's sales staff composed it to illustrate the gradual crushing of the radio salesman's ardor as he goes from client to client.)

"NO MERCHANDISE"
(The Adman's Lament)

I start out early, in tip-top form
To visit my clients, take them by storm;
I go in with a smile and an outstretched hand
Use only the best adjectives at my command
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

That's not so bad; it could be worse.
I close with a smile and an inaudible curse
And go to the next with a new resolve
To be of help and his problems help solve.
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

Two calls I've made and not a sale.
But I still feel good. I will not fail!
My next stop calls for different tact--
I give him a story based on fact.
And then I look in his cold hard eyes
And hear one phrase: "No Merchandise!"

Plodding on my way for the next regular call
He sees me first and his face starts to fall.
He says his business is about to flop—
His present advertising he has to stop!
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

It's time for lunch, so I stop to eat,
I enter the diner and take my seat.
I smile at the owner, say, "Whatta nice place,
You're selling food at a rapid pace.'
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

And so it goes the whole day through,
I feel so bad. What will I do?
Yet I go doggedly making my rounds—
And each in turn looks up and frowns
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

At night in bed I toss and turn,
My eyes are red and start to burn.
Ah! Sleep at last; then I wake with a scream
As I see that man in my horrible dream.
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

It's so disgusting, I suppose when I die
And on my Heavenly journey start to fly,
I'll ask St. Peter for harp and wings
And all those other wonderful things.
And then I'll look in his cold, hard eyes
And hear THAT phrase: "NO MERCHANDISE!"

—Richard Pyles

## Symphony Renewed

U. S. RUBBER Co., New York, Oct. 6 resumes sponsorship of the New York Philharmonic Symphony Orchestra on CBS, Sun. 3-4:30 p. m. The company formerly sponsored the Symphony on CBS from May 1943 to Aug. 1945, and from Oct. 1945 to April this year. The agency is Campbell-Ewald Co., New York.

## Revision of WSM Rental Plan Asked

### Applicants Request Removal Of Case From Hearing

A PETITION to amend the rental clause of the long-pending proposed assignment of license of WSM Nashville to a wholly-owned subsidiary of the present licensee was on file with FCC last week asking that the application be taken out of hearing and granted. Hearing is now slated Oct. 23.

The application, filed in February 1945, proposes to assign the license from National Life & Accident Insurance Co. to WSM Inc. under a 15-year lease in order to separate the station from the insurance company. FCC subsequently called for a hearing to inquire particularly into a provision whereby WSM Inc. would pay the parent corporation a rental of $100,000 a year plus part of net profits.

Issues included determinations of how the proposed rental would affect WSM's ability to "continue operation in the public interest", whether it would tend toward "over-commercialization of WSM and hamper its operations in the field of FM broadcasting and television," and what the insurance company's attitude would be regarding rental if WSM's income didn't exceed $100,000 a year.

The petition proposed to cut the cash rental from $100,000 to $50,000 a year, leaving percentage-of-profits payments substantially the same as originally proposed. The insurance company would receive nothing on the first $50,000 (net, after rental but before federal taxes); 50% on the next $50,000, 60% on the next, 70% on the next, 80% on the next, and 90% on all additional.

#### Principals Listed

Edwin W. Craig, president of the insurance company, also heads WSM Inc. Other officers of the radio subsidiary are as follows: E. B. Stevenson, vice president (executive vice president of insurance firm); Harry Stone, vice president and general manager; J. E. Wills, secretary-treasurer (vice president of insurance company).

The petition to amend the application was filed Aug. 14 by Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for WSM.

## Renews on CBS

INTERNATIONAL SILVER Co., New York, for third consecutive year will sponsor *The Adventures of Ozzie and Harriet*, featuring Ozzie Nelson and Harriet Hilliard, which returns to the air Sept. 1 on CBS, Sun. 6-6:30 p. m. Agency is Young & Rubicam, New York.

THE LEARN by doing technique again will be employed in the City College of New York radio and television courses which begin Sept. 23. Courses will cover all phases of radio and television.


In the NORTHWEST it's KFYR!

**Better than Denver and Toledo Combined!**

**176,630 radio *homes* are *regularly* tuned to KFYR*—more than *all* radio homes in Denver and Toledo *combined!* True, there are few large cities in KFYR-land. But so extensive is KFYR's coverage—and so loyal it's listeners—that hundreds of small communities are combined to form one tremendous market—10% larger than Denver and Toledo put together. And only one station can reach it all—KFYR.**

**Not only is KFYR's circulation a large one--it's a prosperous one as well. In the first two months of 1946, farm income in KFYR-land shot up 44% over the same period of 1945**—when an all time record farm income of over half a billion dollars was set in North Dakota alone. National average increase for the same period: 2%.**

*NBC's all-county survey of 1944, when population in Northwest was considerably lower than today.
**Federal Reserve Bank Review—May, 1946

Represented Nationally by John Blair and Company

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles

# IN BALTIMORE... WCAO PROMOTES Your SHOW

**Daily "Spotlight" ads on the radio page of the Baltimore News-Post (circulation, 223,000) stimulate listener interest for sponsor's programs. Every advertiser gets a "boost" on WCAO.**

# WCAO

*The Voice of Baltimore*

**600 KC --- 5000 WATTS**

CBS

**Represented Nationally By**

**PAUL H. RAYMER COMPANY**

**NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA**

**Annie doesn't live here anymore. She opened her show in Philadelphia and went on to Broadway success. But eight million prosperous people do live and buy in the rich 14,000 square mile area covered by WIP.**

**Your clients looking for big game? Train your sure-shot sights on**

WIP—FM
WIP
5000 WATTS
IT'S MUTUAL
610 ON DIAL

*REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.*

*WITH THANKS TO MISS MERMAN AND MESSRS. BERLIN, ROGERS & HAMMERSTEIN, et al.


# Radio Execs Club Expands Program

SPECIAL ADVISORY Council to Radio Executives Club of New York [BROADCASTING, Aug. 19] is expected to be a step toward making the club a more important influence in the broadcasting industry.

New REC president, Robert D. Swezey, vice president and general manager of Mutual Broadcasting System, said the council will provide a board of experts on whom the club may call for a fresh perspective on its problems.

### Network Presidents

Besides Mrs. Eleanor Roosevelt: Justin Miller, NAB president, and Charles Mortimer, General Foods president, the council includes the four network presidents: Mark Woods, ABC: Frank Stanton, CBS; Edgar Kobak, MBS, and Niles Trammel, NBC.

New York independent stations are represented by Herbert L. Pettey, managing director, WHN; Nathan Straus, president, WMCA; Elliott Sanger, executive vice president, WQXR. Women's interests are represented by Mrs. Roosevelt, Mrs. Mary McClung, president, Advertising Women of New York, and Mrs. Dorothy Lewis, NAB coordinator of listener activities.

Advertising agency council members are H. M. Dancer, president, Dancer - Fitzgerald - Sample; Louis N. Brockway, executive vice president, Young & Rubicam; Leonard T. Bush, vice president, Compton Adv. Inc.

Mr. Swezey also announced the make-up of several of the club's committees. Hugh Feltis, BMB president, is chairman of the Membership Committee, whose members are Linnea Nelson, J. Walter Thompson, Co., and Frank Silvernail, BBDO. Kolin Hager, assistant to the president of SESAC, is chairman of the Associate Membership Committee, with Warren Jennings, WLW; George Harvey, WGN; Craig Lawrence, WHOM, as members.

James Sauter, president, Air Features, heads the REC Program Committee, whose membership includes the program vice-presidents of the four networks—Adrian Samish, ABC; Davidson Taylor, CBS; Phillips Carlin, MBS, and Clarence Menser, NBC, as well as Arthur Pryor Jr., BBDO, and Bruce Robertson, BROADCASTING, with another member to be added.

House Committee comprises Robert A. Schmid, MBS vice president, chairman, and Otis Williams, WBYN. Club's publicity and public relations will be handled by Institute of Public Relations under the direction of Bill Kostka, former head of NBC's Press Dept.

REC 1946-47 season will open Sept. 19 with a business session, the regular meetings to begin Oct. 3. Meetings are held on the first and third Thursdays of each month at 12:15 p.m. at the Hotel Roosevelt, New York.

**ONE OF SIX** finalists in Tommy Dorsey's nationwide talent search is Peggy Jones, staff vocalist of KFH Wichita, Kan., who has been singing star of *Ethel Jane Jamboree* for five years. She entered contest while on vacation in California.

## Network Contracts

(*Continued from page 17*)

& Take; Wrigley, Gene Autry; Household Finance, Phone Again Finnegan; American Home Foods, Surprise Party; Wildroot, Sam Spade; Continental Baking Co., Irene Beasley; Matchabelli, Stradivari Orchestra; Canada Dry, Meredith Willson & Orchestra; Procter & Gamble, to be announced; Luden's, to be announced.

Renewals—Parker Pen, Ned Calmer News; Colgate-Palmolive-Peet, Theatre of Romance, Blondie; Procter & Gamble, FBI In Peace & War; Borden, Tommy Riggs & Betty Lou; Bayer Co., American Melody Hour; Electric Cos. Ad. Program, Electric Hour; Emerson Drug, Inner Sanctum; Ballard & Ballard, Renfro Valley Folks; Campbell Soup, Meet Corliss Archer; Bowey's Inc., Stars Over Hollywood; Armstrong Cork, Theatre of Today.

### ABC

New—Carter Products, The Police Woman; K. Daumit Inc., Breakfast Club; Lance Inc., George Gunn; Sealy Mattress Co., Alvin Wilder; Seeman Bros., Monday Morning Headlines; Chimney Sweep, Leo Durocher; Brown & Williamson, News; Derby Foods, Sir King; Kerr Glass, Frank Hemingway; Knox Co., Danger, Dr. Danfield; U. S. Army, football games.

Renewals—Carter Products, Jimmy Fidler; American Oil Co., Professor Quiz; Club Aluminum Products, Club Time; Chas. E. Hires, Sunday Evening Party; Larus & Bros. Co., Ed Sullivan's Pipelines; Libby, McNeill & Libby, Mr. True Story; Procter & Gamble, Glamour Manor, Breakfast in Hollywood; Quaker Oats, Terry & The Pirates, Ladies Be Seated; Raymond Labs., Sammy Kaye Sunday Serenade; Sterling Drug Inc., Bride & Groom; Swift & Co., Breakfast Club; U. S. Army, Sports by Harry Wismer; Universal Match Corp., Counter spy; Wildroot Co., Adventures of Sam Spade; America's Future Inc., Sam Pettengill; Curtis Publishing, Listening Post; General Mills, Hymns of All Churches, news and Betty Crocker, The Lone Ranger; Gillette Safety Razor, Gillette Fights; Hastings Mfg. Co., Right Down Your Alley; Philco, Breakfast Club; Ward Baking Co., Tennessee Jed; William Wise & Co., William Lang.

Expansion—B. F. Goodrich, Detect & Collect.

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RADAR is now being used to obtain data on the velocity and direction of winds at various elevations, the War Dept. has announced. The method uses balloon-borne reflectors which can be tracked to their bursting point, sometimes reaching 100,000 feet above the earth's surface. With radar, visibility is not a limiting factor, as it was in the past.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

# CLUE:

## to Eastern Iowa's Best Radio Buy!

THE CRIME DOCTOR SAYS,

*There's no Mystery*

*why WMT delivers more listeners at lower cost!*

A good mystery means good listening . . . and those famous CBS favorites such as: "CRIME DOCTOR", "INNER SANCTUM", "THIN MAN" and "CRIME PHOTOGRAPHER" are typical of those good, good CBS programs, that when combined with Iowa's finest Radio frequency assures top listening among 1,131,782 people.* Don't be the "victim" of misjudgement. You don't need a "Nick Charles" to discover that WMT is No. 1 station in the best market of a great state at the lowest rate per radio family.

*WMT has a GREATER population within its 2.5 MV line than any other station in the state—with a SPENDABLE, DEPENDABLE income to make your selling job easier.

Member of the Mid-States Group

**WMT's story is a big one to tell—an important one to hear. Contact your KATZ AGENCY Man at Once!**

THE SHREVEPORT TIMES STATION
Shreveport, La.
In the Ark-La-Tex Area, KWKH, with its
50,000 Watts
is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.
The Branham Co


## New York Business

(*Continued from page 17*)

time for its waiting list of eager advertisers.

Only two network shows remained open to sponsorship on NBC: *Sunday Symphony*, which General Motors had relinquished last spring, and part of the *Fred Waring Show*, in which an unnamed advertiser was said to be expressing interest.

Despite the evidence that the fall and winter of 1946 would not be periods of economic tragedy in radio, some quarters still were harping on the pessimistic notes of early spring.

There was ample evidence to the contrary, however. Fred Allen, Bob Hope, Jack Benny, many another high-priced great of radio would be on the air as usual. And Bing Crosby, who had been pursued by a half-dozen would-be sponsors, finally signed with the Philco Corp. for a weekly transcribed series at a reported $30,000 a week.

### Representatives Bullish

Among station representatives, the outlook for the next half of 1946 was not unlike the network attitude of tempered optimism. A survey of representatives by BROADCASTING disclosed that most regarded the business direction as bullish, but not spectacularly so.

Some reported that advertisers were buying fall time earlier this year. Estimates of spot business in the first six months of 1946 as compared with that of a similar period last year ran from 5 to 18% increase. Only one reported that its business in 1946 was under that of 1945, by about 6%.

Among advertising agencies dealing heavily in radio, estimated increases of fall billings ran as high as 20% above 1945. Most agencies seemed optimistic about the future, both immediate and long-range.

Those with clients which had most felt the pinch of creaking industrial reconversion reported slight decreases in billings, but not in amounts sufficient to cause more than a temporarily wrinkled brow.

One agency predicted 20% increase in its spot and transcription business alone this fall.

Almost all thought that there was evidence of improving economic conditions throughout the nation and that the improvement would naturally be reflected in radio advertising.

In New York last week, radio's healthy future seemed assured. Broadcasting as a business, like most other U. S. industries, had fumbled for a moment at war's end. Now that it had the feel of peacetime practices, its hand was again steady.

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NAVY has begun construction of a $2,000,000 test hangar at the Naval Air Test Center, Patuxent River, Md., to provide facilities for testing radar and other electronic devices installed in aircraft.

SETTLING IN NEW CHAIR as manager of N. W. Ayer & Son Hollywood radio is Glenhall Taylor. Present at inauguration are (l to r): Marvin Murphy, New York vice president in charge of public relations; Gerold Lauck, New York, executive vice president; H. L. McClinton, New York, vice president in charge of radio; Joseph Stauffer, New York, radio production manager, and Charles Hogen, Hollywood, vice president in charge of service.

## *More Than One First Class Operator Burdens 250 Watters, Manager Says*

EDITOR, BROADCASTING:

I firmly believe, as a small practical broadcaster, that the following facts should be presented to the industry and then to the FCC.

The matter of having to have more than one First Class Operator at a 250 w station is intolerable.

First, why should we be burdened with employes we don't need? All during the war the Commission allowed us to use Restricted Operators. They did a better job here than First Class men, mainly because they would turn the equipment on, leave it on and not try to find out what made it tick.

Now we are forced to have a First Class man sit around doing nothing but drawing his pay to satisfy the FCC Rules. With all the emphasis on public service programs it looks to me as if this money which is being wasted could be used to better our program service.

Why couldn't the Lea Bill be applied to this situation? I would much rather employ a musician to sit around than a First Class Operator. At least a musician could play a fill if needed.

I am sure there are others who feel as I do about this situation and I also believe that if the Commission had the real facts from the little 250 watters, trying desperately to render a real service, they would cooperate and change this rule so we could better serve the public interest. If they want the facts I'll come to Washington and explain them at my own expense.

JOHN W. SHULTZ,
WMVA Martinsville, Va.

Aug. 16, 1946

## Everyone Welcome

ADARM GOBRAIT, first Tahitian to visit the U. S. since the war, was singularly impressed by the Tommy Dorsey show at NBC Hollywood studios Aug. 11. Careful rehearsal awed him most by contrast with informal production methods at Tahiti's station which is on the air twice a week. "Anyone who wants to broadcast goes to the station that day and is put on the air," he said. "If no one shows up, the announcer plays a few records, suggests listeners tune in again on the next broadcast day and signs off." Exceptional reception conditions in Tahiti allow natives to tune in on Los Angeles or San Francisco direct at any time, however, Mr. Gobrait said.

## *NORTHRUP TO HEAD WAR ASSETS RADIO*

ED (Dwight) NORTHRUP, in radio since 1928 and since 1936 identified with Government activities, has joined the War Assets Administration as chief of the radio section, Information Division.

Mr. Northrup joined WSPD Toledo in 1928 as director of broadcasting. His wife, Agnes, was at that time station director, but has since retired from radio.

After working in programming and sales capacities in stations throughout the country, Mr. Northrup became an information officer with the War Production Board. He served successively with the War Dept. and the Treasury Dept., before entering WAA Aug. 19.

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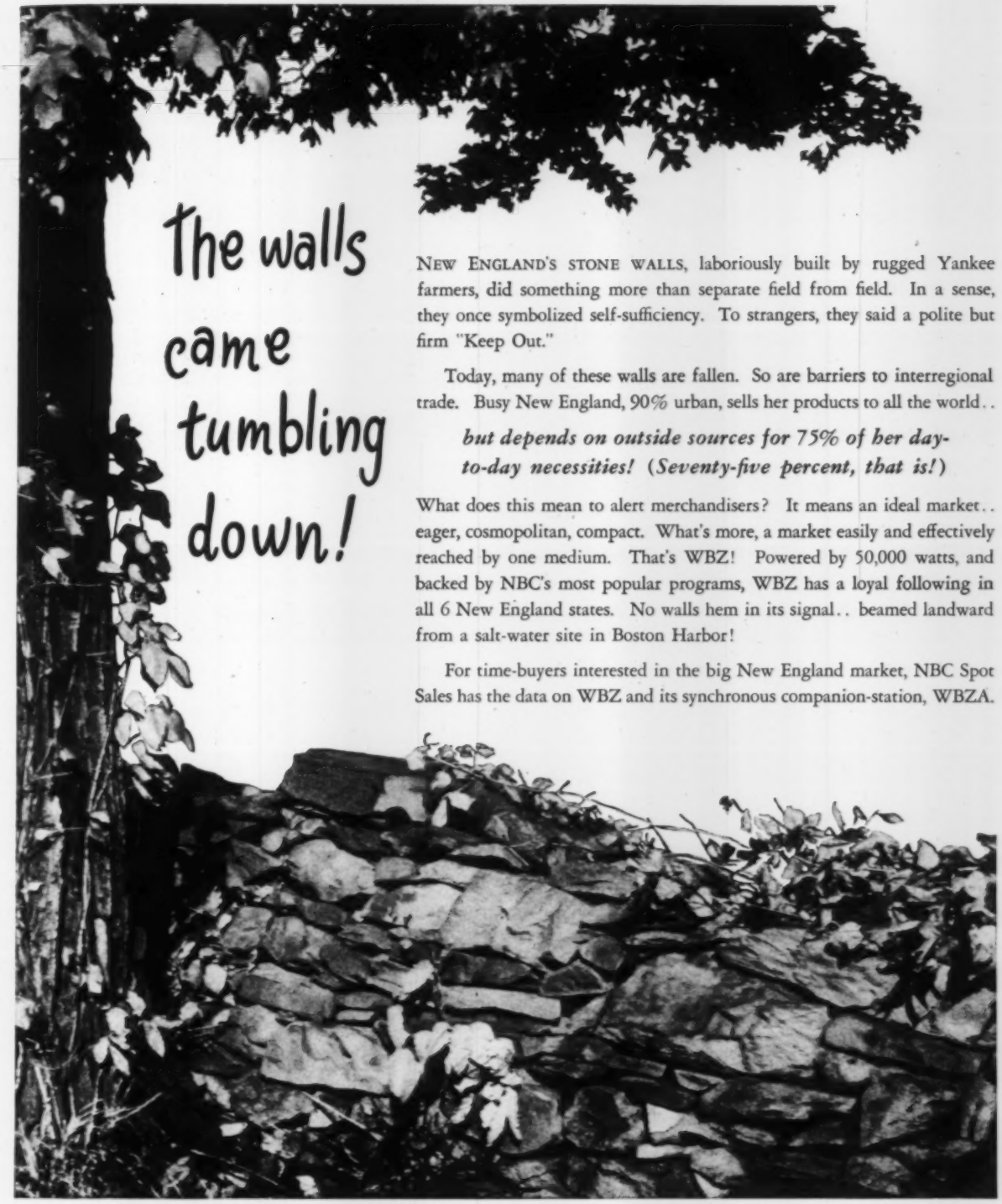
DIRECTED by Roy Martin, The Carolina Troubadours is a new hillbilly group heard on WBIG Greensboro, N. C., daily at 6:05 a.m. Members include George Whitten, Rocky Stone, Bill Childress and Al Farrier.




NEW ENGLAND'S STONE WALLS, laboriously built by rugged Yankee farmers, did something more than separate field from field. In a sense, they once symbolized self-sufficiency. To strangers, they said a polite but firm "Keep Out."

Today, many of these walls are fallen. So are barriers to interregional trade. Busy New England, 90% urban, sells her products to all the world..

***but depends on outside sources for 75% of her day-to-day necessities! (Seventy-five percent, that is!)***

What does this mean to alert merchandisers? It means an ideal market.. eager, cosmopolitan, compact. What's more, a market easily and effectively reached by one medium. That's WBZ! Powered by 50,000 watts, and backed by NBC's most popular programs, WBZ has a loyal following in all 6 New England states. No walls hem in its signal.. beamed landward from a salt-water site in Boston Harbor!

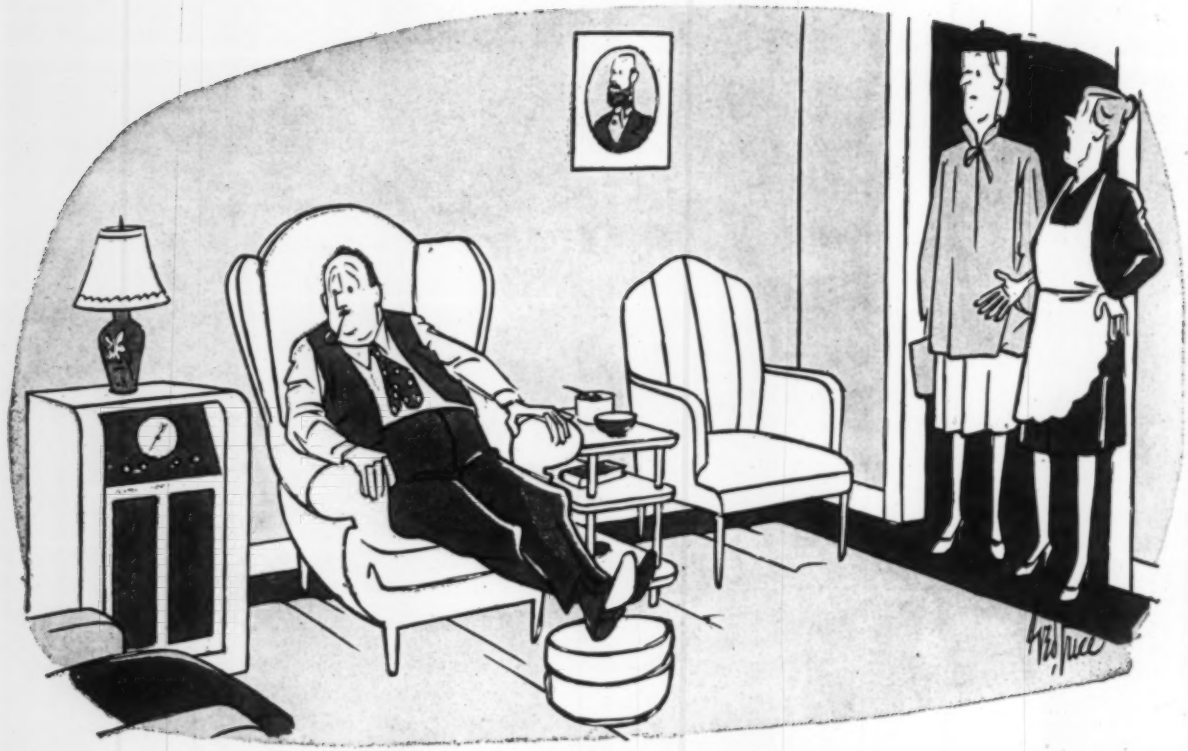
For time-buyers interested in the big New England market, NBC Spot Sales has the data on WBZ and its synchronous companion-station, WBZA.

**WBZ**
WBZA

**WESTINGHOUSE RADIO STATIONS Inc**

**KDKA • WOWO • KEX • KYW • WBZ • WBZA**

**REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.**



*"He says he's studying How Radio Sells, and all he has to do is...*

# Listen to ABC"

NO DOUBT about it, the place to find out how radio can really *sell goods* is on ABC. A good many advertisers, particularly those who are reaching ABC's big, nation-wide audience of women during the daytime, are putting more and more of their confidence in ABC as a prime mass selling medium.

Here is what some of the nation's top-notch advertisers are thinking—and doing—about ABC today:

**1. Swift & Co.** has *doubled* its expenditure on ABC—has signed a five-year contract for a full half hour of the Breakfast Club every weekday morning.

**2. General Mills** has renewed *four* big daytime shows on ABC for another full year.

**3. Curtis Publishing Company** is continuing with its 15-minute weekday morning program—*in addition* to the big spot campaign it has just started.

**4. Libby McNeill & Libby,** Sterling Drug, Philco, General Foods, Miles Laboratories, Jergens, Bristol-Myers, Westinghouse, P & G and many more shrewd buyers of radio time have nailed down valuable ABC franchises.

Tomorrow's "buyers' market" is on the way—and advertisers who recognize the fact that they'll soon have some real, down-to-earth selling to do are making sure of a place on ABC right now. They know that successful mass selling calls for successful mass advertising—and look to ABC to help them deliver the goods to the nation's millions of radio homes.

Today, ABC has very few choice network daytime quarter-hours left unsold. The reason, when you boil it all down, is simply that *ABC sells goods and advertisers know it!* Maybe there's a spot on ABC that *you* can use to good advantage to sell *your* product! Why not find out now?

## 7 REASONS
### why more leading advertisers sit up and listen to ABC

1. **REACHES 22,000,000 FAMILIES,** located in practically every major market in the U. S.
2. **ECONOMICAL RATES** make possible nation-wide coverage of important markets at low cost per thousand listeners.
3. **207 STATIONS** — covering more of the 300 major U. S. markets *from within* (actually located in the markets) than any other network.
4. **EXPERT PROGRAM SERVICE** available if and when you want it.
5. **EFFECTIVE AUDIENCE PROMOTION** that keeps building a bigger and bigger audience for ABC advertisers.
6. **GOOD WILL** — a nation-wide reputation for public service features that present *all* sides of vital issues.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

## American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

# FCC Hearings From September 4 Through November 26

COVERING approximately 250 AM, FM, and television cases and providing in some instances for six hearings simultaneously (three in Washington, three in field), an alphabetical list of hearings from Sept. 4 through Nov. 26 was released by FCC last week.

The schedule covers all cases designated for hearing prior to Aug. 1. Carrying out the "orderly consideration" policy enunciated in its Aug. 16 statement of procedure for handling AM cases [BROADCASTING, Aug. 19], FCC said cases were scheduled "wherever possible in order of file number of the lowest application involved in the hearing, except that where a hearing date has already been set by the Commission, that date has not been changed in this schedule."

In addition to the following alphabetical listing, FCC has released a version of the calendar to show hearings in chronological order and another to show cases in order of docket numbers. Shown here, in order, are name of applicant, docket number, facilities involved ("R" is for renewal; "AL" assignment of license; "TC" transfer of control; "MP" modification of permit); date hearing starts, and where it will be held:

**A**

A. S. Abell Co., Baltimore, (7338), 850 kc, Oct. 9, D. C. 2.
Acadia Bcstg. Co., Crowley, La. (7526), 1450 kc, Oct. 7, Field 1, Crowley, La.
A. & M. College of Texas (WTAW), College Station, Tex. (6760), 1470 kc, Sept. 9, D. C. 1.
Air Capital Bcstg. Co., Wichita, Kan. (6977), 1490 kc, Sept. 4, D. C. 1
Alamance Bcstg. Co., Burlington, N. C. (7670), 940 kc, Oct. 18, D. C. 3.
Albany, (N. Y.) Bcstg. Co., (6946), 1460 kc, Oct. 14, D. C. 2.
Allen B. DuMont Labs., Pittsburgh, (7288), TV, Oct. 23, D. C. 3.
Alvin E. Nelson Inc., San Francisco, (7389), 1030 kc, Sept. 16, D. C. 2.
Amalgamated Bcstg. System, Philadelphia, (7641), FM, Sept. 9, Field 2, Philadelphia.
Amarillo (Tex.) Bcstg. Corp. (KFDA) (7550), 1440 kc, Sept. 23, D. C. 2.
ABC, Los Angeles, (7730), FM, Oct. 14, Field 3, Los Angeles.
Amsterdam (N. Y.) Broadcasters, (7704), 1490 kc, Nov. 20, Field 1, Amsterdam.
Antilles Bcstg. System, Rio Piedras, P. R., (7500), 790 kc, Oct. 23, D. C. 3.
Arlington-Fairfax Bcstg. Co., Arlington, Va., (7693), 1390 kc, Sept. 24, D. C. 3.
Associated Bcstrs., San Francisco, (KSFO) (6005), 740 kc, Sept. 5, D. C. 2.
Atlanta (Ga.) Journal Co., (7544), FM, Oct. 28, Field 2, Atlanta, Ga.
Atlanta (Ga.) Bcstg. Co., (7545), FM, Oct. 28, Field 2, Atlanta, Ga.

**B**

Baltimore (Md.) Bcstg. Corp. (WCBM), (7372), 680 kc, Sept. 18, D. C. 3.
Bay State Bcstg. Co., New Bedford, Mass., (7054), 1400 kc, Sept. 4, D. C. 3.
Beaumont (Tex.) Bcstg. Corp. (KFDM), (7628), 560 kc, Oct. 4, D. C. 2.
Bee Bcstg. Co., Beeville, Tex., (7604), 1490 kc, Sept. 23, D. C. 2.
Bell, Kelly, Nacogdoches, Tex. (7573), 1230 kc, Sept. 26, Field 1, Nacogdoches.
Berks Bcstg. Co. (WEEU), Reading, Pa., (7339), 850 kc, Oct. 9, D. C. 2.
Blue Valley Co., Independence, Mo., (7498), 1510 kc, Sept. 4, D. C. 1.
Braden, Paul F., Middletown, Ohio, (7587), 910 kc, Oct. 30, D. C. 3.
Bridgeport (Conn.) Herald Corp., (7745), FM, Sept. 16, Field 2, Bridgeport.
Brookhaven (Miss.) Bcstg. Co., (7691), 1340 kc, Sept. 30, Field 1, Brookhaven.
Buffalo (N. Y.) Bcstg. Corp., (7187), FM, Oct. 21, D. C. 3.
Bullard, Metcalf & Goodlette, Hazard, Ky., (7512), 1340 kc, Nov. 18, Field 2, Hazard.
Burdette, Robert, San Fernando, Calif., (7634), 1190 kc, Nov. 6, D. C. 1.
Burlington-Graham Bcstg. Co., Burlington, N. C., (7596), FM, Oct. 14, Field 1, Winston-Salem.

**C**

Calcasieu Bcstg. Co. (KPLC), Lake Charles, La., (6664), 1470 kc, Sept. 9, D. C. 1.
California-Nevada Bcstg. Co., Vallejo, Calif., (7654), 850 kc, Oct. 28, D. C. 1.
Cannon & Callister Inc., Los Angeles, (7743), FM, Oct. 14, Field 3, Los Angeles.
Capital Bcstg. Co., Annapolis, Md., (7371), 1430 kc, Oct. 11, D. C. 1.
Capitol Bcstg. Corp. (WISH) Indianapolis, (7671), 940 kc, Oct. 18, D. C. 3.
Carlson, Charles C. (WJBW), New Orleans, La., (6529), R, Oct. 10, Field 1, New Orleans.
CBS, Hollywood, Calif., (7729), FM, Oct. 14, Field 3, Los Angeles.
Central Comm. Bcstg. Co., New Britain, Conn., (7567), 910 kc, Oct. 17, D. C. 2.
Central Illinois Radio Corp., Peoria, Ill., (6920), 680 kc, Oct. 25, Field 1, Detroit.
Century Bcstg. Co. (KWBU), Corpus Christi, Tex., (6666), 1030 kc, Sept. 10, D. C. 3.
Cherokee Bcstg. Corp., Morristown, Tenn., (7653), 1450 kc, Nov. 25, Field 2, Middlesboro, Ky.
Coast Ventura Co., Ventura, Calif., (6839), 1450 kc, Oct. 11, Field 3, Ventura.
Cobb, Beatrice, Morganton, N. C., (7656), 1490 kc, Nov. 7, Field 2, Morganton.
Collinson-Wingate Bcstg. Co., Topeka, Kan., (7382), 1490 kc, Sept. 4, D. C. 1.
Community Bcstg. Co., Toledo, Ohio, (7638), FM, Sept. 30, Field 2, Toledo.
Community Service Bcstg. Corp. of Amsterdam, N. Y., (7703), 1490 kc, Nov. 20, Field 1, Amsterdam.
Connolly, Jos. T., George Lewis & David P. Gullette, Drexel Hill, Pa., (7425), 1340 kc, Sept. 16, Field 1, Williamsport.
Consolidated Bcstg. Corp., Los Angeles, (7731), FM, Oct. 14, Field 3, Los Angeles.
Cooper, Nathan J., Morganton, N. C., (7657), 1490 kc, Nov. 7, Field 2, Morganton, N. C.
Crawford, Percy B., Philadelphia, (7644), FM, Sept. 9, Field 2, Philadelphia.
Crescent Bcstg. Corp., Philadelphia, (7642), FM, Sept. 9, Field 2, Philadelphia.

**D**

Danbury (Conn.) News-Times Co., (7466), FM, Sept. 16, Field 2, Bridgeport.
Del Norte Bcstg. Co., El Paso, Tex. (7534), 1340 kc, Oct. 14, Field 2, El Paso.
Diamond State Broadcast Corp., Dover, Dela., (7012), 750 kc, Oct. 3, D. C. 3.
Don Lee Bcstg. System (KGB), San Diego, (7398), R, Oct. 7, Field 3, Los Angeles.
Don Lee Bcstg. System, Santa Barbara, Calif., (7399), R, Oct. 7, Field 3, Los Angeles.
Don Lee Bcstg. System (KGB), San Diego, (7497), 1360 kc, Oct. 9, D. C. 3.
Don Lee Bcstg. System (KFRC), San Francisco, (7615), R, Oct. 7, Field 3, Los Angeles.
Don Lee Bcstg System (KHJ), San Francisco, (7616), FM, Oct. 7, Field 3, Los Angeles.

**E**

Eagle Printing Co., Butler, Pa., (7672), 1230 kc, Nov. 6, D. C. 2.
Earle C. Anthony Inc., Los Angeles, (7727), FM, Oct. 14, Field 3, Los Angeles.
Eastern Idaho Bcstg. & Television Co., Idaho Falls, Ida., (7536), 1230 kc, Sept. 18, D. C. 1.
Eau Claire-Chippewa Bcstg Co., Eau Claire, Wisc., (7557), 1400 kc, Nov. 22, Field 3, Eau Claire.
Echo Park Evangelistic Assoc., Los Angeles, (7739), FM, Oct. 14, Field 3, Los Angeles.
Edwards, Walter L., Porterville, Calif., (7470), 1590 kc, Oct. 15, D. C. 1.
El Paso (Tex.) Bcstg. Co., (7533), 1560 kc, Oct. 31, D. C. 1.
Emporia (Kans.) Bcstg. Co. Inc., (KTSW), (6981), 1490 kc, Sept. 4, D. C. 1.
Epperson, Ralph D., Mount Airy, N. C., (7658), 800 kc, Nov. 12, Field 1, Mount Airy.

**F**

Fletcher, A. J., Greensboro, N. C., (7597), FM, Oct. 14, Field 1, Winston-Salem.
Fort Industry Co., Toledo, Ohio, (7592), TV, Oct. 3, Field 2, Toledo.
Fort Orange Bcstg. Co., Albany, N. Y., (6947), 1460 kc, Oct. 14, D. C. 2.
Fort Sumter Bcstg. Co., Charleston, S. C., (7531), 1450 kc, Nov. 4, Field 2, Charleston.
'49'er Bcstg. Co., Grass Valley, Calif., (7757), 1400 kc, Oct. 28, Field 3, Grass Valley.
Fouts, Wilbur Courtland, Nacogdoches, Tex., (7574), 1230 kc, Sept. 26, Field 1, Nacogdoches.

**G**

General Bcstg. Co., Independence, Mo., (7499), 1490 kc, Sept. 4, D. C. 1.
George Harm Station (KARM), Fresno, Calif., (7124), 1030 kc, Sept. 16, D. C. 2.
Georgia School of Technology, Atlanta, (7547), FM, Oct. 28, Field 2, Atlanta.
Graham, Walter A., Tifton, Ga., (6918), 1340 kc, Sept. 30, D. C. 3.
Grass Valley-Nevada City Bcstrs., Grass Valley, Calif., (7461), 1400 kc, Oct. 28, Field 3, Grass Valley.
Greensboro (N. C.) Bcstg. Co. (7595), FM, Oct. 14, Field 1, Winston-Salem.
Grenada (Miss.) Bcstg Co. (7577), 1400 kc, Oct. 3, Field 1, Grenada.
Guggenheim, Harry F., Bridgeport, Conn. (7464), FM, Sept. 16, Field 2, Bridgeport.
Gulf State Bcstg. Co., Crowley, La. (7525), 1450 kc, Oct. 7, Field 1, Crowley.

**H**

Hartford (Conn.) Times (WTHT) (7673), 910 kc, Oct. 17, D. C. 2.
Hazard (Ky.) Bcstg. System (7511), 1340 kc, Nov. 18, Field 2, Hazard.
Hazlewood Inc. (WLOF), Orlando, Fla., (6864), 950 kc, Sept. 13, D. C. 2.
Hearst Radio Inc. (WBAL), Baltimore (7400), R, Oct. 1, D. C. 2.
Hearst Radio Inc., Baltimore (7724), FM, Oct. 21, Field 1, Baltimore.
Hirsch Battery & Radio Co. (KFVS), Cape Girardeau, Mo., (7130), 960 kc, Sept. 16, D. C. 1.
Hollywood Community Radio Group, Gardena, Calif., (7695), 1530 kc, Nov. 12, D. C. 1.
Hollywood Community Radio Group, Hollywood, Calif., (7740), FM, Oct. 14, Field 3, Los Angeles.
Hub Bcstg. Co., Lubbock, Tex., (7582), 1450 kc, Oct. 21, Field 2, Lubbock.
Hughes Tool Co., Los Angeles, (7735), FM, Oct. 14, Field 3, Los Angeles.
Huntington Bcstg. Co., Huntington Park, Calif., (7694), 1540 kc, Nov. 12, D. C. 1.

**I**

I & E Bcstg. Co., Dayton, Ohio, (7586), 910 kc, Oct. 30, D. C. 3.
Idaho Falls (Ida.) Bcstg. Co., (7535), 1230 kc, Sept. 18, D. C. 1.
Illmo Bcstg. Corp., Quincy, Ill., (7651), 1230 kc, Oct. 14, D. C. 1.
Imes, Birney Jr., Grenada, Miss., (7578), 1400 kc, Oct. 3, Field 1, Grenada.
Independence Bcstg. Co., Philadelphia, (7645), FM, Sept 9, Field 2, Philadelphia.
Indianapolis (Ind.) Bcstg. (WIRE), (7675), 1190 kc, Sept. 20, D. C. 3.
Inland Bcstg. Co. (KORN), Fremont, Neb., (7698), 1400 kc, Sept. 4, D. C. 1.
International Union, UAW, Los Angeles, (7733), FM, Oct. 14, Field 3, Los Angeles.

**J**

Jose 'E. del Valle, Santurce, P. R., (7630), 740 kc, Oct. 25, D. C. 3.

**K**

KAKE Bcstg. Co., Wichita, Kan., (6979), 1490 kc, Sept. 4., D. C. 1.
Kandel, Raymond, Parkersburg, W. Va., (7711), 1230 kc, Nov. 15, Field 2, Parkersburg.
KAW Bcstg. Inc., Topeka, Kan., (7456), 730 kc, Sept. 20, D. C. 1.
KCLC Bcstg. Co., Wichita, Kan., (6982), 1490 kc, Sept. 4, D. C. 1.
KRIC Inc, Beaumont, Tex., (7321), 1470 kc, Sept. 9, D. C. 1.
KTBS Shreveport, La. (7598), 1480 kc, Nov. 4, D. C. 2.
KTOP Inc., Topeka, Kan., (6980), 1400 kc, Sept. 4, D. C. 1.
KVOX Bcstg. Co., Moorhead, Minn., (7663), 790 kc, Sept. 23, D. C. 3.

**L**

L C B Inc., Lorain, Ohio, (7496), 1040 kc, Oct. 7, Field 2, Lorain.
LaCrosse (Wis.) Bcstg. Co., (7473), 580 kc, Oct. 7, D. C. 2.
Lake Bcstg. Co., Gary, Ind., (7185), 1560 kc, Oct. 10, D. C. 3.
Lake Shore Bcstg. Co., Evanston, Ill., (7629), 1200 kc, Sept. 11, D. C. 2.
Liberty Bcstg. Corp., Atlanta, Ga., (7543), FM, Oct. 28, Field 2, Atlanta.
Los Angeles Bcstg. Co., (7736), FM, Oct. 14, Field 3, Los Angeles
Luther College (KWLC), Decorah, Iowa, (7613), 1240 kc, Nov. 25, Field 3, Decorah.

**M**

Mahoning Valley Bcstg. Corp., Youngstown, Ohio, (7709), 1240 kc, Nov. 12, Field 2, Youngstown.
Mansfield, Ohio Bcstg. Co., (7718), 1450 kc, Nov. 6, D. C. 3.
Mansfield Ohio Journal Co., (7591), FM, Oct. 9, Field 2, Mansfield.
Maricopa Bcstrs. Inc., Phoenix, Ariz., (7626), 960 kc, Sept. 26, D. C. 3.
Marshall (Tex.) Bcstg. Co. (6706), 1450 kc, Sept. 23, Field 1, Marshall.
Marshall, W. J., Cleveland, (7471), 1540 kc, Oct. 2, D. C. 2.
McEvoy Bcstg. Co., Roswell, N. M., (7715), 1230 kc, Nov. 7, D. C. 2.
Middle West Bcstg. Co., St. Paul, Minn., (7472), 580 kc, Oct. 7, D. C. 2.
Middlesboro (Ky.) Bcstg. Co., (7002), 1450 kc, Nov. 25, Field 2, Middlesboro.
Midland (Mich.) Bcstg. Co., (7712), 1490 kc, Oct. 28, Field 1, Midland.
Miller Assoc. Inc., Youngstown, Ohio, (7708), 1240 kc, Nov. 12, Field 2, Youngstown.
Modesto (Calif.) Bcstg. Co., (7678), 1450 kc, Nov. 7, D. C. 3.
Montgomery (Ala.) Bcstg. Co., (7751), 1440 kc, Nov. 1, D. C. 2.
Moraine Bcstrs. Inc., Dayton, Ohio, (7717), 1110 kc, Oct. 4, D. C. 3.

**N**

N. C. Bcstg. Co., Greensboro, N. C., (7594), FM, Oct. 14, Field 1, Winston-Salem.
Narrangansett Bcstg. Co., Fall River, Mass., (7312), 1400 kc, Sept. 4, D. C. 3.
Navarro Bcstg. Assn. (KAND), Corsicana, Tex., (7548), AL, Oct. 21, D. C. 2.
New Laurel Radio Station Inc. (WAML), Laurel, Miss., (7292), 1560 kc, Oct. 11, D. C. 3.
News Publishing Corp., Charlotte, N. C., (7607), 1400 kc, Sept. 23, D. C. 1.
Noe, James A., Lake Charles, La., (7416), 1230 kc, Sept. 17, D. C. 3.
Noe, James A., Monroe, La., (7655), 1390 kc, Oct. 25, D. C. 2.
Northern Kentucky Airwaves Corp., Covington, Ky. (7477), 1050 kc, Sept. 23, Field 2, Covington.
Northern Kentucky Radio Corp., Covington, Ky., (7478), 1050 kc, Sept. 23, Field 2, Covington.
Northern Ohio Bcstg. Co., Amherst, Ohio (7495), 1040 kc, Oct. 7, Field 2, Lorain, Ohio.
Northern States Bcstg. Co., Fargo, N. D. (7664), 790 kc, Sept. 23, D. C. 3.
Nueces Bcstg. Co., Corpus Christi, Tex. (7561), 1440 kc, Sept. 23, D. C. 2.

**O**

Ohio-Michigan Bcstg. Corp., Toledo (7639), FM, Sept. 30, Field 2, Toledo.
Ojai Bcstg. Co., Ventura, Calif. (7469), 1590 kc, Oct. 15, D. C. 1.

**P**

P. D. Gold Pub. Co., Wilson, N. C. (7520), FM, Nov. 18, Field 1, Wilson.
Pacific Agr. Foundation Ltd. (KQW) San Jose, Calif. (6214), 740 kc, Sept. 5, D. C. 2.
The Pacific Coast Bcstg. Co., Pasadena, Calif. (7744), FM, Oct. 14, Field 3, Los Angeles.
Panhandle Bcstg. Corp., Amarillo, Tex. (7575), 1230 kc, Oct. 24, Field 2, Amarillo.
Paris Bcstg. Co., Paris, Tenn. (7430), 1340 kc Sept. 26, Field 2, Paris, Tenn.
Paris Bcstg. Co., Paris, Tenn. (7506), 1340 kc, Sept. 26, Field 2, Paris, Tenn.
Parkersburg (W. Va.) Bcstg. Co. (7710), 1230 kc, Nov. 15, Field 2, Parkersburg.
Patrick, Joseph Stanton, Philadelphia (7646), FM, Sept. 9, Field 2, Philadelphia.
Patterson, S. H., Topeka, Kan. (7560), 1440 kc, Sept. 23, D. C. 2.
Patterson, S. H. (KVAK), Atchison, Kans. (7562), 1200 kc, Sept. 23, D. C. 2.
Pecos Valley Bcstg. Co., Roswell, N. M. (7714), 1230 kc, Nov. 7, D. C. 2.

*(Continued on page 36)*

# KSJO

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# FCC Hearings

*(Continued from page 35)*

Peninsula Newspapers, Palo Alto, Calif. (7677), 850 kc, Oct. 28, D. C. 1.
Peoria Bcstg. Co. (WMBD), Peoria, Ill. (7610), 1440 kc, Sept. 9, D. C. 3.
Piedmont Pub. Co., Winston-Salem, N. C. (6045), FM, Oct. 14, Field 1, Winston-Salem.
Port Huron Bcstg. Co. (WHLS), Port Huron, Mich. (6987), R, Sept. 16, D. C. 3.

**R**

Radio Americas Corp., San Juan, P. R. (7501), 790 kc, Oct. 23, D. C. 3.
Radio Broadcasters Inc., Los Angeles (7738), FM, Oct. 14, Field 3, Los Angeles.
Radio Corporation of Porto Rico, San Juan, P. R. (7631), 740 kc, Oct. 25, D. C. 3.
Radio Kentucky Inc., Louisville, Ky. (7635), 910 kc, Oct. 30, D. C. 3.
Radio Peoria (Ill.) Inc. (7609), 970 kc, Oct. 1, D. C. 3.
Radio Phoenix (Ariz.) Inc., (7627), 960 kc, Sept. 26, D. C. 3.
Radio Services Co. of Brookhaven, Miss. (7690), 1340 kc, Sept. 30, Field 1, Brookhaven.
Radio Television of Baltimore (Md.) (7570), 1010 kc, Oct. 14, D. C. 3.
Radio Television of Baltimore (Md.) (7726), FM, Oct. 21, Field 1, Baltimore.
Red River Bcstg. Co., Duluth, Minn. (7552), 610 kc, Nov. 18, Field 3, Duluth.
Reporter Bcstg. Co. (KRBC), Abilene, Tex. (5968), 1470 kc, Sept. 9, D. C. 1.
Rich Pub. House Inc., Midland, Mich. (7713), 1490 kc, Oct. 28, Field 1, Midland.
Richland Inc., Mansfield, Ohio (7590), FM, Oct. 9, Field 2, Mansfield.
Rochester (N. Y.) Bcstg. Corp. (6606), 1280 kc, Sept. 11, D. C. 3.
Roderick Bcstg. Corp., El Paso, Tex. (7614), AL, Oct. 9, D. C. 1.
Ross & Co., Marshall, Tex. (7563), 1450 kc, Sept. 23, Field 1, Marshall.
Royal Miller Radio (KROY), Sacramento, Calif. (7170), 1060 kc, Sept. 16, D. C. 2.

**S**

Sampson Bcstg. Co., Clinton, N. C. (7707), 550 kc, Nov. 15, Field 1, Clinton.
San Diego (Calif.) Bcstg. Co. (7600), 1510 kc, Sept. 13, D. C. 3.
San Jacinto Bcstg. Co., Houston, Tex. (6725), 1470 kc, Sept. 9, D. C. 1.
Santa Monica (Calif.) Bcstg. Co. (7633), 1190 kc, Nov. 6, D. C. 1.
Seaman & Collins, El Paso, Tex. (6875), 1340 kc, Oct. 14, Field 2, El Paso.
Somerset (Ky.) Bcstg. Co. (7697), 1240 kc, Nov. 22, Field 2, Somerset.
Southeastern Bcstg. Co., Somerset, Ky. (7696), 1240 kc, Nov. 22, Field 2, Somerset.
Southeastern Bcstg. Co., Clanton, Ala. (7702), 1450 kc, Nov. 1, D. C. 2.
Southeastern Mass. Bcstg. Corp., New Bedford, Mass. (7053), 1400 kc, Sept. 4, D. C. 3.
Southern Bcstg. Co., Charleston, S. C. (7528), 1450 kc, Nov. 4, Field 2, Charleston.
Southern California Bcstg. Co., Pasadena, Calif. (7734), FM, Oct. 14, Field 3, Los Angeles.
South Plains Bcstg. Co., Lubbock, Tex. (7581), 1450 kc, Oct. 21, Field 2, Lubbock.
Standard Bcstg. Co., Los Angeles, Calif. (7728), FM, Oct. 14, Field 3, Los Angeles.
State Bcstg. Co., Oklahoma City, Okla. (7457), 730 kc, Sept. 20, D. C. 1.
State College of Washington, Pullman, Wash. (7537), 1030 kc, Sept. 16, D. C. 2.
Statesville (N. C.) Bcstg. Co. (7719), 1400 kc, Sept. 23, D. C. 1.
The Station of the Stars, Los Angeles, Calif. (7742), FM, Oct. 14, Field 3, Los Angeles.
Stuckwish, Milburn H., Charles F. Bruce and F. M. Lindsay Jr., Centralia, Ill. (7623), 1400 kc, Nov. 4, D. C. 1.
Sunland Bcstg. Co., El Paso, Tex. (7073), 1340 kc, Oct. 14, Field 2, El Paso.
Sun River Broadcasters, Great Falls, Mont. (7516), 970 kc, Oct. 17, D. C. 1.
Syndicate Theatres, Columbus, Ind. (7099), 1130 kc, Sept. 5, D. C. 3.

**T**

Tar Heel Bcstg. System, Clinton, N. C. (7706), 550 kc, Nov. 15, Field 1, Clinton.
Telegraph Herald, Decorah, Iowa, (7612), 1240 kc, Nov. 25, Field 3 Decorah.
Telegram Publishing Co., Salt Lake City, Utah, (7057), 1230 kc, Oct. 2, D. C. 3.
Tennessee-Kentucky Bcstg. Co., Paris, Tenn. (7507), 1340 kc, Sept. 26, Field 2 Paris.
Thomas, Harold, Bridgeport, Conn. (7465), FM, Sept. 16, Field 2 Bridgeport.
Timberwolf Bcstg. Co., El Paso, Tex. (7721), 1340 kc, Oct. 14, Field 2, El Paso.
The Times-Mirror Co., Los Angeles, Calif. (7732) FM, Oct. 14, Field 3, Los Angeles.
Tisdale, James M., Chester, Pa. (7647), 740 kc, Oct. 3, D. C. 3.
The Toledo (Ohio) Blade Co. (7593), TV, Oct. 3, Field 2, Toledo.
The Toledo (Ohio) Blade Co. (7637), FM, Sept. 30, Field 2, Toledo.
Tower Realty Co., Baltimore, Md. (7429), 680 kc, Sept. 18, D. C. 3.
Tower Realty Co., Baltimore, Md. (7725), FM, Oct. 21, Field 1, Baltimore.
Town Talk Bcstg. Co., Grass Valley, Calif. (7668), 1400 kc, Oct. 28, Field 3, Grass Valley.
The Traveler's Bcstg. Service Corp., Bridgeport, Conn. (7463), FM, Sept. 16, Field 2, Bridgeport.
Tri-City Bcstg. Co., Newport, Ky. (7716), 1110 kc, Oct. 4, D. C. 3.
Tri-State Bcstg. Co., Cumberland, Md. (7554), 1340 kc, Oct. 30, D. C. 1.
Tri-Suburban Bcstg. Corp., Silver Spring, Md. (7550), 750 kc, Sept. 24, D. C. 3.
Turlock (Calif.) Bcstg. Group. (7679), 1450 kc, Nov. 7, D. C. 3.

**U**

United Bcstg. Co., Silver Spring, Md. (7428), 1390 kc, Sept. 24, D. C. 3.
Unity Bcstg. Corp., Los Angeles, Calif. (7741), FM, Oct. 14, Field 3, Los Angeles.
Unity Bcstg. Corp. of Pa., Philadelphia. (7643), FM, Sept. 9, Field 2, Philadelphia.
Unity Corp., Mansfield, Ohio. (7589), FM, Oct. 9, Field 2, Mansfield.
Universal Bcstg. Co., Hazard, Ky. (7583), 1340 kc, Nov. 18, Field 2, Hazard.
Universal Bcstg. Co., Indianapolis. (7100), 1130 kc, Sept. 5, D. C. 3.

**V**

Van Curler Bcstg. Corp., Albany, N. Y. (7173), 1460 kc, Oct. 14, D. C. 2.
Ventura (Calif.) Bcstg. Inc. (6840), 1450 kc, Oct. 11, Field 3, Ventura.
Veterans Bcstg. Co., Rochester, N. Y. (7660), 1280 kc, Sept. 11, D. C. 3.
Voice of Borger (Tex.) (7722), 1230 kc, Oct. 24, Field 2, Amarillo.
Voice of Orange Empire, Santa Ana, Calif. (7737), FM, Oct. 14, Field 3, Los Angeles.

**W**

Watson, Penn Thomas, Wilson, N. C. (7521), FM, Nov. 18, Field 1, Wilson.
WBIX Inc., Eau Claire, Wis. (7692), 1400 kc, Nov. 22, Field 3, Eau Claire.
WBRK Pittsfield, Mass. (7556), 1340 kc, Oct. 22, D. C. 2.
WDAS Bcstg. Station, Inc., Philadelphia. (7640), FM, Sept. 9, Field 2, Philadelphia.
Western Conn. Bcstg. Co., Stamford, Conn. (7467), FM, Sept. 16, Field 2, Bridgeport.
Westinghouse Radio Stations, Philadelphia (KYW). (7352), 1060 kc, Sept. 17, D. C. 1.
Westinghouse Radio Stations, Ft. Wayne, Ind. (WOWO). (7674), 1190 kc, Sept. 20, D. C. 3.
WHOW Inc., Baltimore, Md. (7569), 1010 kc, Oct. 14, D. C. 3.
Wichita (Kans.) Bcstg. Co. (6976), 1490 kc, Sept. 4, D. C. 1.
Wichita (Kans.) Beacon Bestg. Co. (6978), 1490 kc, Sept. 4, D. C. 1.
Wilkes Bcstg. Co., No. Wilkesboro, N. C. (7659), 810 kc, Nov. 12, Field 1, Mt. Airy, N. C.
Williamsport (Pa.) Radio Bcstg. Assn. (7427), 1340 kc, Sept. 16, Field 1, Williamsport.
Wilson & Cope, Atlanta. (7546), FM, Oct. 28, Field 2, Atlanta.
Wilson, P. C., Canton, Ohio. (6915), 1540 kc, Oct. 2, D. C. 2.
WMIL Bcstg. Co., Milwaukee, Wis. (6701), 1210 kc, Sept. 11, D. C. 2.
Wolverine State Bcstg. Service, Detroit. (7676), 680 kc, Oct. 25, Field 1, Detroit.
WOW Inc., Omaha. (7617), R, Oct. 7, D. C. 1.
WPAR—Ohio Valley Bcstg. Corp., Parkersburg, W. Va. (licensee). (7625), TC, Oct. 25, D. C. 1.
Wright, E. T., Orlando, Fla. (7111), 1230 kc, Sept. 13, D. C. 2.
WSAT Inc., Schenectady. (7705), 1490 kc, Nov. 20, Field 1, Amsterdam.
WSM Inc., Nashville, Tenn. (6782), AL, Oct. 23, D. C. 1.

**Y**

Yankee Network, Bridgeport, Conn. (7462), FM, Sept. 16, Field 2, Bridgeport.

***Leadership*** is more than just a matter of assertion. It's the blending of talent, experience and hard work. WWJ's leadership in Detroit dates way back to 1920, when it was the first radio station in the nation. Progressive policies, aggressive pioneering, public service features and constant catering to the entertainment desires of Detroiters have kept WWJ on top all through the years. Day in and day out, WWJ *continues* to produce most gratifying results for its advertisers . . . in *America's 4th market*, where retail sales since the first of the year have averaged *100 million dollars monthly!*

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY.

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY **THE DETROIT NEWS**

STEADY
PERMANENT
GROWTH!

KTBC

THE PUBLIC SERVICE STATION IN
AUSTIN, TEXAS

NOW OPERATING ON

5000 WATTS
590 ON YOUR DIAL

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN

BMB Radio Sales CBS


*Food Prices Rise, But–*

# Bowles' Rating Shows Sharp Decline

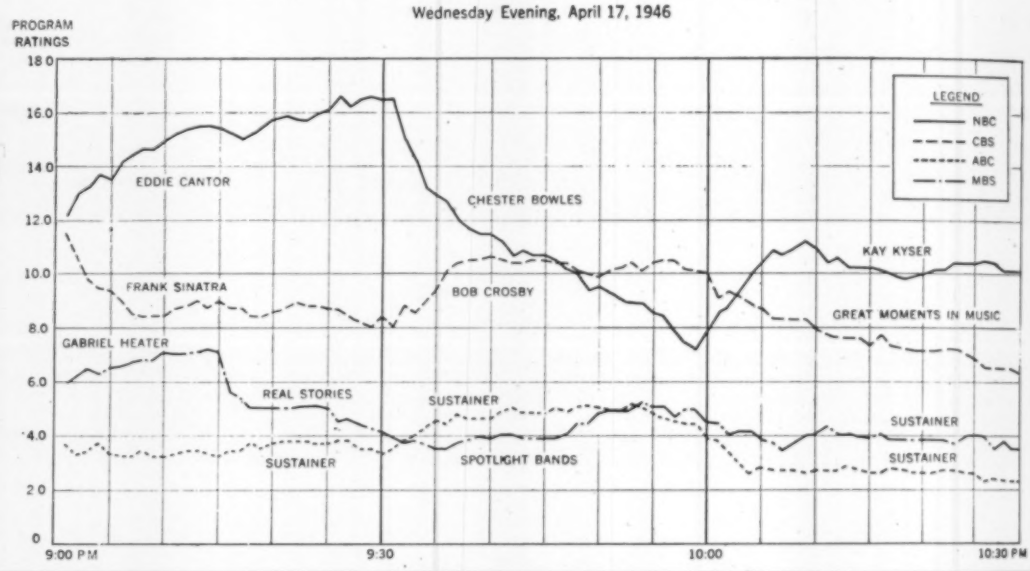
WHAT happens to the U. S. radio audience when broadcasters cancel regular programs for special timely addresses by Government officials? The answer, in one case at least, seems to be that the audience disappears.

A case history of what does happen has been gathered by NBC Research Dept. based on Nielsen audimeter readings. NBC last April 17 put on Chester Bowles speaking in defense of the OPA at a time when that subject was the top news story of the day. Mr. Bowles was put on in place of the popular show *Mr. District Attorney*. He had all the elements in his favor. He followed a top flight evening program, he had the best half hour, between 9:30 and 10 p.m. He was speaking on a timely subject and was an experienced, highly publicized speaker.

The result of Mr. Bowles' speech, it was readily seen from Chart I, was that the special event program failed to hold the large initial audience delivered by the preceding Eddie Cantor show. The audience fell steadily from a first minute rating of 16.5 to a final minute rating of 7.8.

The effect the public service program had on the *Kay Kyser Show*, which follows *Mr. District Attorney*, was also quite marked. Under normal conditions Kay Kyser has part of his audience passed along to him from the show preceding. As a consequence of the Bowles speech the Kay Kyser program inherited an initial audience 47% below normal rating size. A partial early recovery was made by the Kyser show, but the program was never able to regain its normal average rating of 13.6, recovering only to 10.2.

Minute-by-minute Average Nielsen Ratings for Chester Bowles Program and Others
Wednesday Evening, April 17, 1946




## CBC Income to Augment Expansion Says Dunton

COMMERCIAL REVENUE of the Canadian Broadcasting Corp., which has been on the upgrade for a number of years, is to be further augmented to "pay the way" for new CBC services, according to A. D. Dunton, CBC chairman. On being questioned at the last session of the Parliamentary Radio Broadcasting Committee on any anticipated increase in commercial revenue, he stated that "it may be said that the new facilities are counted on for an increase in commercial revenue."

New facilities announced by CBC at the hearings were three new 50 kw transmitters at once, new studios, further new 50 kw transmitters and other power increases, and expansion of Dominion network from four evening hours daily to 16 hours a day.

"In our own thinking," Mr. Dunton said, "it (increased commercial revenue) will pay the way of the new facilities. We do not contemplate any difference in the balance between CBC revenue and expenditure; but it is estimated that they will pay the way of the new facilities."

## Tower Launched

FROM a microphone high among the trusses of a new 440-foot antenna tower in downtown Milwaukee, "Shorty" Kloman, steel erector, opened WFOX's first broadcast (Aug. 15) over the lofty needle. Mr. Kloman built it.

## ACA Awards

AWARDS FOR OUTSTANDING contributions to Canadian advertising in 1946 are to be made at annual dinner in November at Toronto of the Association of Canadian Advertisers. Harold E. Stephenson, advertising manager of Canada Starch Co., Montreal, chairman of the ACA awards jury, reports final recommendations have been made on the 33 nominations for outstanding contributions which have reached the association. Three silver medals and a gold medal are to be awarded, and all fields of advertising are represented on the awards jury.

## WKY Asks Continuance Of NBC Baritone Loan

FIRST example of NBC's talent farm-out plan is successful enough for Tommy Allen, NBC contract vocalist, to be scheduled for a second 13 weeks at WKY Oklahoma City.

Arrangements for the hold-over, requested by Mr. Allen's sponsor, were made by P. A. Sugg, WKY manager, and Clarence Menser, NBC vice president. Mr. Allen stars on *The Show of Promise*, a 15-minute thrice weekly at 10 p.m., sponsored by Oklahoma Gas & Electric Co. An overseas veteran, the singer won an NBC contract on its *Welcome Home* auditions.

## Dodge to FC&B

SHERWOOD DODGE, former account research manager with McCann-Erickson, New York, and prior to that head field operations officer and head of public opinion research for OPA, has been named vice president and director of media and research for Foote, Cone & Belding, New York.

# *Starring*—YOUR PRODUCT!

You've seen these two masks often in connection with the stage. From earliest times they've been the symbols of the drama. The smiling mask of comedy and the grave one of tragedy stand for the two great fields of the theater.

Radio, the theater's most modern form is symbolized in Baltimore by the letters "W-C-B-M." Time buyers know that this symbol represents the two advantages of intensive market coverage at economical rates. By all means, include WCBM in your radio schedule to insure your product starring before large audiences.

*Baltimore's Listening Habit*

# WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
*Exclusive National Representatives*

John Elmer, President

George H. Roeder, General Manager

● In every market there are some locally produced "hot" Spot Programs—maybe a fifteen-minute newscast, perhaps a half-hour musical or a hillbilly show—that are often better than others. One advantage of *flexible* Spot Broadcasting is that you can buy just these market-tested Spot Programs . . . *never being forced to take others.*

● No wonder then that more and more leading advertisers are taking the gamble out of radio by buying *pre-tested* shows. They know it pays to play to ready-built audiences in markets of their choice.

● If you have goods to sell, there should be a lesson in this for you. If you are preparing to open new markets—or bolster old ones—call a John Blair man today! He knows the *hottest programs* . . . on the *hottest stations* . . . in the *hottest markets.* And he's prepared to help you build better sales.

**JOHN BLAIR & COMPANY**

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

## West Coast

(Continued from page 18)

cent markets where such time is available.

As result of increasing production, commercials are generally doing a sales job today. During war years institutional selling in many cases presented all that was possible. Now direct selling is a factor as familiar trade marks begin to vie for their old share of sales and new names seek a sales foothold.

With both regional and transcontinental network time tight, many sponsors are turning to transcriptions, spotting them on major independent stations where time can be bought. Others are using spot announcements or participation programs. Advertisers are taking what they can get to accomplish a sales job.

### More Facilities

Agency executives remind that with new independent stations being established and increased power being granted others, coverage of many markets will be available despite advertisers' inability to obtain regional or national network time.

During war years excess tax money was channelled into national and regional network institutional advertising on large scale. Today a number of smaller purses are being carefully directed to spot radio in selected markets.

The transition from war to peace has resulted in much turnover of accounts on the West Coast during the past year. Agencies are "on edge" at the moment, with no plans formulated for clients in many cases. Some agencies have not handled smaller budgets as wisely as expected. This has caused some of the shuffle.

Agency executives in San Francisco and Los Angeles were reluctant to reveal figures or guess as to what portion of the advertising dollar would be allotted to radio. From evidence on hand, a majority of budgets haven't been made up or are mostly in the talking stage. Many manufacturers and distributors are waiting to see which way prices will go.

When beset by strikes and other labor problems, direct and indirect, western radio sales did not falter. Although these factors produced cancellations in some cases and postponement of contemplated schedules in others, there always were sponsors to take up time availabilities.

Although recognizing the many business hazards, network and station executives frankly expect a new high in every branch of broadcast advertising. This includes local spot, regional, and national network.

Sales managers in major markets are confident that business will continue at an accelerated pace for the next six months at least. Operators in secondary markets are also of that opinion. The rose-colored prophesy is gleaned from business on hand.

A healthy condition prevails in the overall picture. Accounts generally are standing pat, holding on to time, both regional network and local time. And they are clamoring for more. All contracts are on long-term basis. That goes for wines, cosmetics, liquid cleaners, grocery items and food products, too. Retailers in general are pretty well sold on radio, too, providing of course, desirable time can be obtained. Department stores, year by year, are showing greater interest in the media, and are allotting increased slices of their advertising budgets to radio.

### Film Increases

Film studios, originally forced into radio by lack of newspaper space, have found the medium an excellent box-office builder. As a result, a majority of major film companies and theatre chains as well, will use more radio this coming season. Many have substantially increased their year-round radio advertising budgets, using transcribed and live spots, as well as various type programs on local stations.

There has been a drop of more than 20% in paid religious time during the past year. Part of this is explained by the non-availability of station time. In other cases it is significant to note that many stations have ceased to sell such time. It is conservatively estimated that religious business amounting to an annual $2,500,000 is being placed currently from the West Coast. Informed agencies claim that an added $500,000 will be spent by religious accounts before the year-end.

Typical of advertisers are the oil companies. During war years they devoted commercials to conservation, war messages and public service. Today they are selling brand names. Those that cut their radio advertising budgets have now increased with added programs and spot announcements augmenting previous efforts.

Standard Oil Co., San Francisco, in addition to weekly Standard Symphony Hour and Standard School Broadcasts on NBC western stations, on Sept. 20 starts weekly 30-minute Let George Do It on 40 Don Lee Pacific and 8 Intermountain stations. Contract is for 52 weeks. Spot announcements are continuing in major and secondary markets.

General Petroleum Corp., Los Angeles, in and out of radio these past few years, on Sept. 9 starts Sam Hayes Sports Roundup on 14 NBC western stations.

Pathfinder Petroleum Corp., Los Angeles, a relatively new firm, recently appointed Davis & Beaven Adv., that city, to handle its account and will announce media plans following a market analysis.

Richfield Oil Co., Los Angeles, on Aug. 14 renewed for 15th year six-weekly Richfield Reporter on 14 NBC western stations.

Signal Oil Co., Los Angeles, is augmenting The Whistler on 15 CBS stations with baseball on various Pacific Coast stations. In addition spot announcements are used.

Budget of Union Oil Co., Los Angeles, covers weekly Michael Shayne program on 40 Don Lee Pacific stations. Firm also sponsors Nelson Pringle, news an-

(Continued on page 42)

# West Coast Networks Foresee Prosperous Fall and Winter

AS SEEN from business on hand and future commitments signed, executives of four major networks on the West Coast are confident of a bright autumn and winter, with that prosperity continuing through early spring.

"Day of the off-brand merchandise is now over," according to Frank Samuels, ABC Western Division sales manager. Because consumers are not content to sit tight for brand merchandise, he feels they will attempt to buy the best that their dollars can bring. This will be accomplished only through advertising, he pointed out.

From standpoint of the network's regional business, Mr. Samuels is optimistic because of the improved service being offered by power increase of 50 kw authorized for KGO San Francisco, as well as similiar increases expected by three other affiliates on the West Coast. Further network sales strength will be derived from more thorough coverage in New Mexico, Idaho and Arizona, he reports.

### At Top Capacity

CBS Western Division is moving ahead at top capacity according to Arch Morton, West Coast sales manager, who says that fall and winter business will be no less than "99% of last year's billings." Improved service is also seen through addition of KSDJ San Diego, expected to be in operation by October.

NBC Western Division enters the fall and winter season with more regional network business on the books than ever before in history, according to Robert McAndrews, Western Division advertising and sales promotion manager. This, he explained, has been attained by steady sale of additional western stations to current sponsors. During the summer, for example, 12 advertisers added a total of 25 optional western stations to their network lineups.

KERO Bakersfield joined the network during the summer. KIST Santa Barbara, will join in fall. Improved coverage will also result from KOMO Seattle power authorization for 50 kw. Other NBC stations carded to increase power are KFSD San Diego, KTFI Twin Falls, and KGLU Safford.

More special copy slanted to West Coast listeners, new regional clients establishing manufacturing plants in the Far West and a possible return cycle of radio amateur shows with low cost and wide appeal are predicted by Sydney Gaynor, general sales manager of Don Lee Broadcasting System.

*We're Crowing About Our New*

**Extra PLUS**

*Merchandising Service*

Find out how this added WMMN feature will give you one of America's Greatest Direct Response Audiences Dealer Co-operation.

Write us or—

Ask a Blair Man

*Columbia Network*

5,000 WATTS

WMMN

FAIRMONT, W. VA.

123,000 PEOPLE

PARADE TO TRADE

in GREENVILLE, S. C.

Greenville is the trading center for a 10 mile area of 123,000 people . . . heart of S. C.'s leading county, 1945 Retail Sales $73,645,000* . . . buying point for 711,711 people living within 50 miles. It's a top-notch "A" schedule market.

*Sales Management Estimates—1945

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

*Most Powerful Station In Western Carolinas*

NBC STATION FOR THE GREENVILLE-SPARTANBURG ANDERSON MARKET

GREENVILLE IS A 100,000+ MARKET 1ST IN SOUTH CAROLINA

## West Coast

(*Continued from page 41*)

alyst, on 11 CBS Pacific stations five days per week.

Sunset Oil Co., Los Angeles, is sponsor of It Couldn't Happen, on 11 CBS Pacific stations.

Only regional cancellations during summer on NBC were Hoagy Carmichael's Show for Safeway Stores (Nu-Made Mayonnaise) and Pict-Sweet Foods Inc. (frozen foods) Saturday night newscast. Both were caused by product shortages, with Safeway retaining three other shows on NBC western stations. Both open periods were re-sold immediately with Monday spot to General Petroleum for Sam Hayes' sportscast and Saturday newscast period going to Peter Paul Candy.

### Spot Moves Upward

Spot business signed by NBC Spot Sales in Southern California has increased steadily to point where Hollywood now ranks behind only New York and Chicago in placing on network's represented stations. This picture reflected by NBC is typical of the other three networks—CBS, ABC and Don Lee.

Among active national spot accounts in Los Angeles area is United Rexall Drug Co., which moved headquarters from Boston during the year. Sunkist, Mutual Orange Growers, Western Stove, Bekins Van & Storage, Mission Appliance, are other spot leaders.

Although shortage of many commodities continues and will for many months to come, in the overall picture, grocery items, cereals, flour, enriched breads, wines, cosmetics, vitamins, and pharmaceuticals are standing by their schedules, with liquid cleaners and some food products planning to branch out before the year-end.

Hunt's Food's Inc., Los Angeles (canned foods), having gone through an extensive expansion this past year, has broad plans for the future. Firm currently sponsors the five weekly What's Doin', Ladies on 21 ABC western stations and uses spot radio in a few selected markets. Report is circulated that firm is interested in a transcontinental show providing desirable network time and type of program can be obtained.

Safeway Stores, Oakland, Calif., continues to sponsor five-weekly Aunt Mary (Kitchen Kraft Flour) and Dr. Paul (Dwight Edwards Coffee), on NBC Western and mid-West stations. Safeway (meats) sponsors weekly Night Editor on 18 NBC Western stations. Peralta Wine Co. (Monte Cristo wines), subsidiary of Safeway, following summer lay-off, on Sept. 3 resumes weekly Count of Monte Cristo on 18 Don Lee California stations.

### Safeway Opera Plans

Safeway Stores also plans to sponsor full operas of the San Francisco season over an "elastic" network of independent western stations. Ten full operas will be presented over a five-week period, utilizing per-occasional United Pacific Network list of stations. Each broadcast is to take approximately four hours. Firm sponsored one hour of various operas last year on Don Lee-Mutual stations. Safeway in addition has other regional network programs under consideration for late fall and will continue to use spot radio.

Rosefield Packing Co., (Skippy peanut butter), has expanded weekly half-hour transcribed Skippy Hollywood Theatre to 32 stations and will add others to list as markets are established. Scudder Food Products, Monterey Park, Cal. (Blue Bird potato chips, mayonnaise), continues to use California spot radio time, with newscasts as well as announcements.

Loma Linda Food Corp., Arlington, Calif. continues to sponsor twice-weekly Burritt Wheeler, commentator on 11 CBS Pacific stations.

Pict-Sweet Foods Inc., (food products), sponsors weekly half-hour Hope Chest on 11 CBS Pacific stations, with Washington State Cooperative Farmers' Assn. (Lynden foods), sponsoring twice weekly 15-minute participation in Meet the Missus on a similar list of CBS stations.

J. I. Fancy Frozen Foods, Stockton, Calif. is a comparatively new user of the media, and is in 12 major markets with both live and transcribed shows. Firm on Aug. 4 started for 52 weeks half-hour Holiday of Homicide on 6 CBS California stations, and is using an extensive transcribed schedule in major mid-western and eastern markets. Others will be added.

Southern Cotton Oil Co., (Wesson Oil, Snowdrift), sponsors Noah Webster Says on NBC Pacific stations, and transcribes program for release in other areas.

Rancho Soup Co., Sunnyvale, Calif., (canned soups), will release a new schedule of spot announcements Sept. 1 on principal western stations.

### Beverage Accounts

Not to be forgotten are beverage accounts. Although beer is not so active as it might be for the moment because of Government regulations, wine and other beverages give healthy billing to radio. Besides those using national network, such as Roma Wine Co., sponsoring weekly Suspense on CBS stations, there are wine makers and distributors with heavy spot campaigns on the air.

E & J. Gallo Winery, Modesto, Calif., using 600 transcribed announcements weekly on 60 stations in 32 cities, will add to its list and may extend length of the campaign.

Alta Vineyards Co., San Francisco; Fruit Industries, Los Angeles (wine cooperative) and Franzia Bros., Ripon, Calif. also have spot campaigns in major markets, and will increase coverage with holiday season approaching.

Squirt Co., Beverly Hills, Calif. (grapefruit beverage), with local bottler and distributor tie-in will use spot radio along with other media, according to 1947 schedule being formulated. New advertising and sales promotion plans will be revealed to Squirt bottlers at annual convention in Miami Nov. 18.

In cosmetics, Colonial Dames Inc., Los Angeles, sponsoring five-minute weekly Surprise Theatre on 13 CBS Pacific stations. Firm also has spot announcements and special tie-in deals in various western markets. E. O. Anderson Co., Santa Monica, Calif., (Shontex shampoo, hair conditioner), in addition to twice-weekly Fulton Lewis jr. on 8 Don Lee Pacific stations, has expanded into midwestern market and is using participation in Gold Coast Rhythm on WBBM Chicago.

Toni Inc., St. Paul (Toni hair wave), uses thrice-weekly participation in Meet the Missus on 17 CBS western stations. Trimal Labs., Los Angeles (fingernail polish remover), a heavy user of magazine space, will test on KFRE Fresno, Calif., utilizing a daily participation program, starting about Sept. 1. If test is successful, J. W. Marrow, head of firm, contemplates a national spot campaign.

### Soap Firms Still Active

Detergents, cleaners and soap advertisers have maintained a steady West Coast schedule during the past year and from survey made, no immediate changes are anticipated.

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine, Scotch cleanser), is spending approximately $300,000 yearly in western radio and is expected to continue its present schedule without interruption. In addition to Graeme Fletcher, news five-weekly on NBC western stations, firm sponsors thrice-weekly Breakfast News on 40 Don Lee Pacific and 3 Arizona stations. News flash announcements and newscasts are also sponsored in Arizona, Oregon, Texas, New Mexico and Colorado. Firm is thinking along expansion lines.

Manhattan Soap Co. (Sweetheart, Blue White), is continuing Bob Garred-News on 13 CBS Pacific stations, thrice weekly.

Chemicals Inc., Oakland, Calif. (Vano), sponsors weekly Don't You Believe It on 10 CBS Pacific stations, with transcribed programs in eastern markets.

Wilco Co., Los Angeles (Clearex, Bif), has Burritt Wheeler, commentator, on 11 CBS Pacific stations twice weekly.

Simoniz Co., (polish), utilizes weekly 15-minute participation in Meet the Missus on 18 CBS Western stations.

A comprehensive fall campaign in the ten western states, Alaska and Hawaii, will be started shortly by Fisher Flouring Mills Co., Seattle (Biskit Mix, Zoom), according to John Walker, manager of packaged products division. Firm has allotted $350,000 to the campaign, and radio is to be used extensively along with other media, he said. Besides the five-weekly James Abbe Observes on 25 ABC western stations, firm will sponsor 20 newscasts weekly on KOMO Seattle and use a heavy spot announcement schedule on other western stations.

Sperry Flour Co. is continuing the six-weekly serial, This Woman's Secret (Drifted Snow flour) and Sam Hayes-News (pancake and waffle flour), on NBC Pacific stations and in addition is using other western radio.

Langendorf United Bakeries, San Francisco, (Pacific Coast chain), on Aug. 6 renewed thrice-weekly Red Ryder on Don Lee Pacific stations.

Interstate Bakeries, Los Angeles (cooperative), has Cisco Kid on 9 Don Lee California stations thrice-weekly. Gravem-Inglis Co., Stockton, Calif. (bread), utilizes facilities of KYOS KTRB KWG KGDM to promote its products.

### Candy Activity

Despite sugar shortages, firms like Peter Paul Inc., Planters Nut & Chocolate Co., William Wrigley Jr. Co., Brown & Haley Candy Co., maintain their western radio schedules. Guittard Chocolate Co., San Francisco, out of radio for some months, on Aug. 4 resumed with Cooks Cruise on 13 CBS stations, under a 52 week contract.

Among coffee accounts, J. A. Folger & Co., San Francisco, in early August renewed for 52 weeks twice-weekly Breakfast News on 40 Don Lee Pacific and 3 Arizona stations. With OPA relaxing on prices, other western radio will be used by Folger. Other coffee concerns, dormant during the past year, are reviewing their advertising plans, and according to agency executives in the know are contemplating healthy dips into radio again, with some starting in the immediate future.

Other types of advertisers are also continuing their radio advertising using newscasts, spots, and transcribed programs. Many of these are in the smaller brackets, but their radio advertising appropriations are heavy.

### Big Sunkist Drive

With a bumper crop of Sunkist lemons on hand, California Fruit Growers Exchange, Los Angeles, at reported outlay of $75,000 for time alone, in mid August started for 13 weeks using schedule of transcribed announcements on more than 200 Keystone Broadcasting System stations. This is in addition to other spot radio being used by the cooperative.

Precision Medical Labs., North Hollywood, Calif. (Bates Formula), new to radio, is using a total of 84 transcribed singing announcements weekly on KXLA KPRO KFMB KCRA KWG, and with establishment of new markets will add to station list.

Nutritional Research Prods., Los Angeles (Waytrol), is sponsoring weekly Dusty Records on 7 Don Lee Southern California stations and is using other radio in that area, with expansion considered.

McMahan Furniture Stores, Santa Monica, Calif., (retail chain), in addition to five-weekly Knox Manning, news" on 4 CBS California stations, sponsors newscasts on California locals. Sealy Mattress Co., Los Angeles, has "Alvin Wilder, Commentator," on 14 ABC Pacific stations.

Payne Furnace Co., Beverly Hills, Calif. (furnaces), subsidiary of Dresser Industries Inc., Cleveland, with dealer and local distributor tie-in, is increasing its transcribed spot announcement campaign nationally.

Pacific Finance Corp., Los Angeles (personal loans), has a weekly recorded Your Sunday Favorite on 10 Don Lee Pacific stations.

Seaboard Finance Corp., Los Angeles (personal loans), is another heavy radio advertiser, and is using newscasts and spot announcements on Western stations and those on the Atlantic seaboard.

Ferry-Morse Seed Co., Detroit (seeds), in early August renews for 52 weeks. Time for Rolly Langley on 6 CBS Pacific stations.

### United-Rexall Enlarges

Although budget increases weren't revealed, United-Rexall Drug Co., will enlarge its cooperative spot radio this coming fall and winter, according to Thomas Lane, director of advertising and sales promotion, headquartered in Los Angeles.

Firm has five-weekly 15-minute musicals on KFI KHJ KNX KPO WNEW WCOP. In the enlarged spot campaign, several news programs will be developed with other stations added to list, Mr. Lane indicated. BBDO handles United-Rexall cooperative advertising. United-Rexall also sponsors weekly "Durante-Moore Show" on CBS, resuming in mid-September. N. W. Ayer & Son handle production.

Studebaker Pacific Corp. (cars), recently started 30-minute weekly "Melody Hour on 17 CBS western stations.

Hexol Inc., San Francisco (household disinfectant), is testing with a five-weekly, quarter-hour personality program on KFIO Spokane. Present plans call for extension on national basis in near future.

Arden Farms, Seattle (dairy products), with an advertising budget estimated around $250,000 annually, devotes 50% to radio and in addition to using spot announcements in Washington and Oregon, also sponsors participation in programs. Additional radio is planned for early next year.

# SALES MANAGERS AT WLAC CONFAB

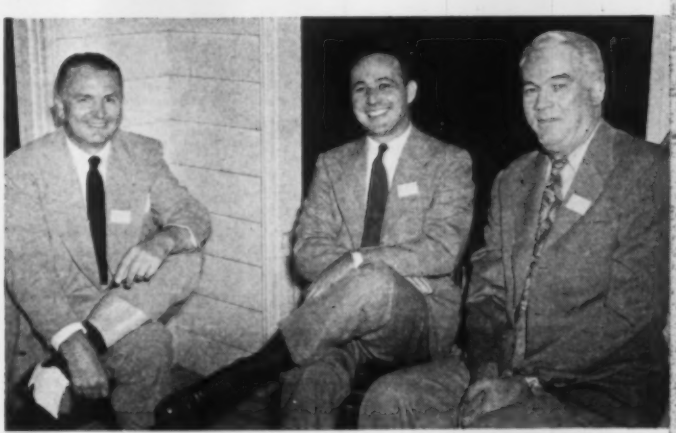
## They learn the power of 50 kw radio coverage behind WLAC-advertised products.

To make sales managers more fully aware of the intensive radio advertising support of their products, Nashville's WLAC invited a special group to a carefully planned dinner meeting. Charts explained the market coverage on both spot announcement and program schedules . . . and the low advertising cost per family reached. After-dinner entertainment included a quiz about products of firms represented. The enthusiastic response to the meeting indicates a return engagement.

**QUIZ MASTER** Paul Oliphant, WLAC program director, handles the mike. Prizes for correct answers were advertisers' products. Among those in photo are Sterling Beer's Charlie Wells and Esso's A. S. McCalmont.

**ALLEN BERRY** (left) president of McKesson-Berry-Martin, wholesale druggists, with Tom Baker, WLAC, and F. C. Sowell, the station's general manager.

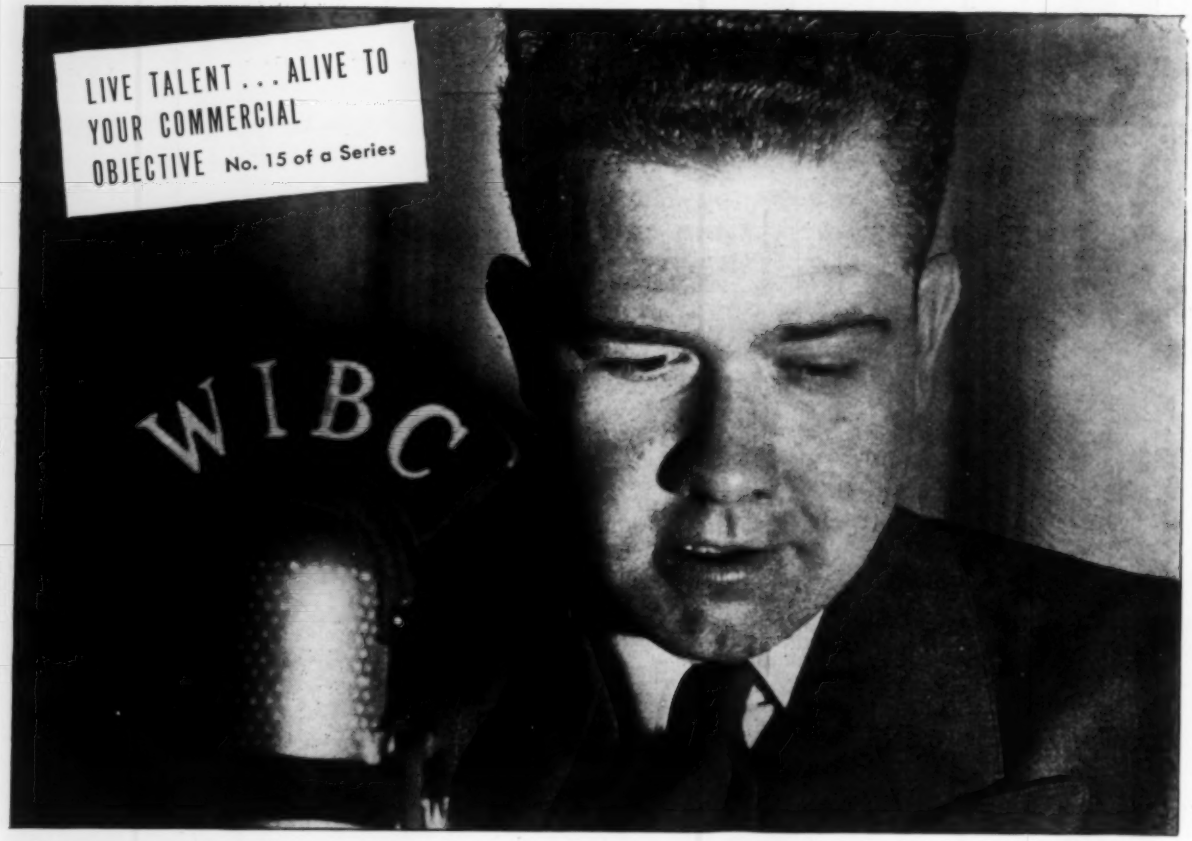
**THE SOAP SITUATION** is discussed by R. C. Smith (center) of Lever Brothers Company; J. K. Eastham (left) and D. B. Simms (both of Colgate-Palmolive-Peet).



**GENERAL ELECTRIC'S** J. T. Cates, Nash-Kelvinator's Carl W. Thomas and DLC's Charles Kennedy, talk things over while waiting for the call to dinner.

**CAMPBELL'S SOUPS,** Columbia Records and Swifts Ice Cream were represented by (left to right) Oscar Lucas, Reynolds Carey and J. S. E. Kent.

**GOOD FELLOWSHIP** among varied lines. Left to right are Frank Rutherford (Beech-Nut Gum); H. A. Beasley (Pet Milk); H. H. Dorr (Lay's Potato Chips) and Allen Buckner (General Foods).




# Shelton's Right at Home ...In the Air... Or On It!

Jim Shelton is a man who, one way or another, takes to the air with "the greatest of ease." A staff announcer for WIBC and other outlets before the war, Jim spent the better part of three years on heavy bombers as a flying radio instructor for the AAF. Now, he's back on the air for the fastest growing station in Indianapolis—meaning, of course, WIBC.

Despite his airmindedness, Jim Shelton is no slouch on the street—as is proved by the popularity of his week-day sidewalk show, "You Take the Mike." In addition, he presents three newscasts each afternoon, six days a week . . . emcees the "Barnyard Gang" show . . . also handles special interviews and narration for the "Cares Away" record party.

The versatility displayed by Jim Shelton in doing so many jobs so well is shared by the entire WIBC live talent staff. In every department—continuity, production, presentation—you will find personalities who have been carefully chosen for their background, resourcefulness and ability . . . well schooled in the art of creating live talent shows that sell Hoosiers—Hoosier-style. Ask your John Blair man for facts and figures today!

**JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES**

*Owned and Operated by The Indianapolis News*

**WIBC** Mutual Outlet in Indianapolis

## Midwest Business

(*Continued from page 17*)

tributed "considerably" to the network's estimated $200,000 increase in national billing, citing the Kay Daumit Inc. (Lustre Creme) sponsorship of Don McNeill's *Breakfast Club* and the signing by Russel M. Seeds & Co. of Johnnie Neblett for a five-minute segment, 1:55-2 p.m. Sundays for Brown & Williamson Tobacco Co.

Agency executives refused to discuss prospective campaigns of clients, either present or future, or radio revenue. However, they admit interest in radio time for many of their accounts, providing material shortages and labor conditions are eased by autumn. Many indicate they are looking for cheaper shows, and are beginning to consider five-minute segments, co-ops and transcribed package programs in place of expensive live productions. As a case in point, Russel M. Seeds has surrendered time for the *Hildegarde Show* for Brown & Williamson, replacing it with the Neblett five-minute package on a 52-week contract.

### Agency Comment

Here are typical answers from Chicago agencies.

Kenneth Craig, radio director, McCann-Erickson: "I'd like to release our figures but it's against company policy. However, Chicago accounts include International Harvester (*Harvest of Stars*) which recently signed Jimmy Melton, Standard Oil (Ind.) with newscasts in about 18 markets, and Swift & Co. with ABC *Breakfast Club*. We do think the rest of 1946 will carry us over our 1945 billing."

Fairfax Cone, Foote, Cone & Belding, Chicago: "We're back in the selling game again and I don't think anyone can predict, at least accurately, what 1947 will bring. Our present clients have indicated they expect no retrenchment, but whether they will increase, and how much, is strictly confidential."

The agency's radio department was unable to supply a total for the first six months but said it would compare "favorably" with the same period last year. Biggest radio account is, of course, the *Bob Hope Show* for Pepsodent.

Hal Rorke, radio director of J. Walter Thompson Co., Chicago: "We do not keep separate figures for the Chicago office. On the whole I would say fall business should more than equal our 1945 billing. Providing grain restrictions are lifted, it should increase substantially."

Mr. Rorke referred to the Cole Milling account which had contracted for sponsorship of *Smilin' Ed McConnell* on MBS but was forced to suspend its proposed campaign due to the government's wheat order. While the Chicago office lost *The Seven Up Show* due to sugar shortages, and had the Ford account (*Bob Crosby Show*, CBS) transferred to its New York office, other accounts have gone in heavily for spot business as well as network. Present network accounts include Swift & Co. (ABC *Breakfast Club*) Elgin Watch Co., (holiday specials), Libby, McNeill & Libby, (*My True Story*, ABC) and Parker Pen (news, NBC).

CONTRACT to provide KDTH-FM Dubuque, Iowa, with latest equipment is being signed by F. W. Woodward, owner of KDTH Dubuque. Looking on (l to r) are Robert Woodward, son of the station owner; Kenneth Gordon, KDTH manager, and E. H. Taylor, Central District manager of broadcast equipment for Graybar Electric Co. New equipment will include a 50 kw Western Electric FM transmitter and Blaw-Knox tower.

### Tax Angle

Harlow Roberts, radio director, Goodkind, Joice & Morgan, Chicago: "We couldn't give you an estimate of our 1946 business or its percentage increase because it is divided jointly between Chicago and our Los Angeles office. Our radio accounts use spots almost exclusively at present and providing food shortages and other unnatural conditions improve, should continue to make use of radio."

Mr. Roberts said clients were beginning to have new respect for the tax dollar as a result of the Government's reduction of excess profits tax and that in the future both spot and program buying would get severe examination.

Walter Wade, president of Wade Adv., Chicago: "I wouldn't be in favor of revealing our current billing, but you already know that our 1945 revenue (estimated at $5,500,000) was nearly $1,000,000 over 1944. We hope to exceed that amount considerably by the end of the year."

Wade's biggest account is Miles Laboratories which currently sponsors *Queen for a Day* jointly with Procter & Gamble on MBS, *Lum 'n' Abner* on ABC, *National Barn Dance* on NBC and *Quiz Kids* on ABC. Last-named program shifts to NBC and Roy Rogers and cast supplants the 14-year sponsorship of *Barn Dance*, originated by WLS. Mr. Wade said he saw "no reason" why the agency's billing should not exceed the 1945 total by 10 to 15%.

Should the threatened printing strike develop, agencies look for heavy users of magazines and newsprint to flock to radio for availabilities. Particularly is this true of the Chicago area, home of some of the world's largest printing plants.

### Predicts Rise

In the Twin Cities, A. E. Joscelyn, manager of WCCO, CBS-owned outlet, predicted the station would enjoy the highest billing in its 22 years, topping 1945 by a substantial margin. Tom Dawson, WCCO sales manager, recently back from New York, and Harvey Struthers, WCCO Chicago sales contact, outlined the picture in those centers to Mr. Joscelyn, who sees a 4% to 5% rise in WCCO's sales, and 10% to 12% rise in national spot.

## *LEGION CRITICIZES FEDERAL INTRUSION*

FLAT stand in favor of the American plan of private radio operation and against governmental interference was taken by the 28th annual convention of the American Legion, Dept. of Oregon, NAB has been informed.

In a resolution the Legion resolved in favor of "a continuance of the American System of Broadcasting, which allows freedom of speech and no censorship imposed by any Governmental agency on programs of networks or individual stations." It further resolved "that any censorship of such broadcasting would be a violation of our American Bill of Rights and the freedom for which we have fought."

The convention passed a resolution recognizing the "fine aid and assistance that has been given to the American Legion during the past year by the radio broadcasting industry of Oregon."

## *DRUG ADVERTISING CRACKDOWN URGED*

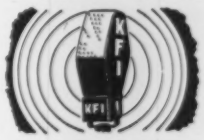
AUGUST issue of the *Journal of the American Pharmaceutical Association* editorially urges a clean-up of drug advertising used on the radio.

The *Journal* comments on an address made by Surgeon General Thomas Parran of the U. S. Public Health Service and on expansion of the Advsory Committee on Advertising of the Proprietary Assn. [BROADCASTING, July 29].

"We have a right to expect that radio, and other advertising media, will meet this proposal at least halfway to control wayward proprietary advertisers," the magazine said, pointing out that control is needed to protect the reputable drug manufacturer, pharmacist and physician.

The *Journal* conceded that "the manufacturers overstepping the bounds with a 'slick' view of medical product advertising are a minority." A similar editorial was carried by the same publication last November.

ABOUT THE PROBLEM IN DAYLIGHT SAVING




Let's face it friends. The three-hour differential between E.S.T. and P.S.T. often poses a bit of a timing problem for Coast to Coast radio advertisers. But back when Daylight Saving reared its pretty head and T.C. programs were delayed an *additional hour*, something *had* to be done to prevent the top offerings of our good network from hitting the West Coast in time periods that couldn't possibly command maximum audiences.

Our Business Manager, George Whitney, took the dilemma by the horns (so to speak) and instigated a procedure for KFI which was soon to be followed by all the NBC affiliates in these western parts. This very practical idea was just this: to hold back leading Eastern network programs for release at better audience time periods on the West Coast. Simple, wasn't it? ... but so effective!

This plan has made it possible for KFI listeners to hear their favorite shows at their favorite (and normal) times instead of having to rely upon Cousin Kate's memory or little Jimmie's guess as to what happened on what program. Sponsors of these big packages have benefited greatly from this action too,* and we wouldn't be at all surprised if more stations on more networks adopt similar operations when and if Daylight Saving next moves in. KFI benefits sponsors lots of ways. Ask us.

*See Summer Hooper

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

KFJZ and WRR
2 for 1 Price

You Get Double Coverage of TEXAS TWIN CITIES Fort Worth & Dallas

These two dominant markets are a must on any radio schedule.

. . . with the KFJZ and WRR combination you can hit their Billion Dollar audience **twice for one price**, at simultaneous or separate hours.

There is no risk of shooting "blanks" when you use these two established 5000 watt stations because their "listener-loyalty" and PULL VALUE has been established by extensive surveys.

***Compare the value of this 2 for 1 price combination and you'll choose KFJZ & WRR.***

TEXAS BEST RADIO BUY
KFJZ FT WORTH — WRR DALLAS
TWO STATIONS FOR ONE PRICE

REPRESENTED BY
WEED & CO.
NEW YORK DETROIT CHICAGO
BOSTON ATLANTA HOLLYWOOD

# Television May Aid Shopping Say 77%

## Results of Kaufmann's Intra-Store Shows Tabulated

RESULTS of intra-store television shows at Kaufmann's, Pittsburgh Dept. Store, June 17-29 [BROADCASTING, July 1], indicated 77% of the viewers thought television might be an aid in their shopping. Tabulation of the survey was completed and announced last week.

Audience for the entire period totaled 59,339—30,256 at eight viewing locations throughout the store and 29,083 at the eleventh floor studio where shows were produced.

The survey form used and the responses listed by percentages follow:

1. Do you expect to visit the department mentioned in this telecast. Yes—47. No.—22. Maybe—31.

2. Do you feel television might be an aid in your shopping? Yes—77. No—6. Maybe—17.

3. Did television bring you to Kaufmann's today? Yes—44. No—56.

4. Is this the first time you have seen television? Yes—70. No—30.

5. Was the show: Too long—10; too short—13; o.k.—77.

6. Was it: Interesting—74; dull—7; fair—19.

7. Would you prefer: More entertainment—41; more merchandise—20; more live shows—39.

8. Would you suggest *Show-by-Television* as a permanent Kaufmann feature? Yes—88. No—12.

Of the audience 36% were men, and 64% women.

### Many Requests

Store officials said that merchandising response was "as good as had been expected." Many instances of requests to see clothing shown in fashion shows were received and requests to see merchandise from the television show were heard throughout the store.

Kaufmann's found that fashion shows gained and held more attention than any other type of performance. With two exceptions the fashion shows did not feature a single manufacturer or brand name, although in most cases the designer's name was mentioned. Price and store location were given at least once for each dress modeled.

Experiments in straight merchandise presentation with no attempt at dramatization failed to hold audience attention.

Preparing for the showing in March, Kaufmann's sent 150 letters to firms whose merchandise was sold in the store, asking participation. Scripts, story outlines and in a few cases, promises of fully prepared shows were returned. Most of the scripts, however, were prepared in radio technique with stress on dialogue rather than action, and many of the production limitations of television had not been recognized. Considerable rewriting was necessary.

### Control Room on View

To keep the presentation within professional lines, a 20 x 60 foot television studio was erected on the 11th floor of the store with a 20 x 10 foot control room situated so the audience might also view the control action. Store electricians installed coaxial cable, provided by RCA-Victor, from the studio to eight viewing locations in the store. A line consisting of telephone wire matched pairs and a monitoring system were installed by Bell Telephone over a seven mile route between Kaufmann's and The Kaufmann Fellowship at The Mellon Institute of Industrial Research.

Rehearsals, under a professional RCA-Victor television director, started June 14. Each 15 minute show required one and one-half to two hours' of before-the-camera rehearsal time.

### Shows Every Hour

Shows were presented every hour on the hour. Majority of shows presented merchandise of various companies participating: Royal Lace Paper Co. through Kiesewetter, Wetterau & Baker; Aluminum Cooking Utensil Co.; Comprehensive Fabrics; McCall Corp.; Textron; Kittinger Co.; Air-Lume Furniture; Coty; Alligator Rainwear, through Ruthrauff & Ryan; Quaker Lace; Wellington Sears Co. (Martex), through H. B. Humphrey Co.; Eversharp through Biow Co.; Hickey Freeman; Glentex Scarves; Buster Brown Shoe Co. through Leo Burnett Co.; Simmons Co.; North Star Woolen Co. through BBDO; Ideal Toy Co.; Simmons Electronic Blanket; George D. Roper Corp. (stoves); B. Kuppenheimer & Co.; Allegheny Ludlum Steel Co. through Walker-Downing agency.

## Named by Agency

KENNETH L. ROBINSON has been appointed radio director of Arthur Meyerhoff & Co., Chicago, according to announcement last week by Mr. Meyerhoff, agency head. Mr. Robinson has been acting in that capacity since the death last December of Nelson Shawn. With the agency since 1940, Mr. Robinson previously had been with NBC as continuity editor for four years, it was announced.

Mr. Robinson

## RENO IMPASSE
### Coin Used to Break Deadlock In Ad Club Election

NEW Reno Advertising Club faced an impasse at the very start of its career when Merle Snider, manager of KOH (NBC), and Dave McKay, manager of KOLO (CBS), tied in election for vice president. After efforts to break the deadlock failed, a coin was flipped by Bob Stoddard, manager of KATO, Don Lee-Mutual station. Although Mr. McKay called the toss, Mr. Snider won and became first vice president. The loser was named second vice president.

Other officers are: Thomas C. Wilson, Thomas C. Wilson Adv. Agency, president; Dixie Hammer, advertising manager of Nevada State Labor News, secretary-treasurer. Directors are Lyle Harper, Reno Newspapers Inc.; Jess Heywood, Heywood Outdoor Adv. Co., and Peter Burke, Burke and Weaver Printing Co.

## Minehan Named

FRANK MINEHAN, former media director of Pedlar & Ryan, New York, and prior to that with Lever Bros., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as media director. In his new post he will be in charge of radio and space advertising for the newly formed New York agency.

Mr. Minehan

## Stromberg-Carlson Set Production at New High

PEACETIME radio production of the Stromberg-Carlson Co., Rochester, N. Y., reached an all-time high during the month of June, Lee McCanne, vice president and general manager of the firm, said last week.

He reported that average daily production in July had surpassed the June average, but that an 11-day vacation period in July had cut into the total output. Mr. McCanne said now that stepped-up production has been resumed, August promises to top the June figures, and despite early 1946 strikes in suppliers' plants and a resulting shortage of parts, Stromberg-Carlson radio production has already eclipsed the best pre-war year.

Mr. McCanne said that Stromberg-Carlson is equipping 90% of its floor models for FM reception.

**Veterans Service**

EMPLOYMENT service committee for veterans attempting to get into the radio industry has been organized by the Press, Advertising and Radio Chapter of the American Veterans Committee. Veterans interested should communicate with Sydney P. Gooze, 20th Century Fox, New York.

*Announcing* radio station

# WHUM

1240 kc.

a basic station of the Mutual Broadcasting System

serving Reading, Pennsylvania . . . . . .

HUMming with industry and agriculture

*on the air* September 1

Robert G. Magee, Vice-President and General Manager

The Little Man Wh
WBAL
WBAL
YOUR PRODUCT

# Who is Always There

The "little man" is what we affectionately call our symbol and trade-mark. All WBAL publicity and advertising show the "little man" clothed in an original Lord Baltimore costume. The little man *is* WBAL.

If you lived in Baltimore, you'd know that you can hardly make a turn without running into WBAL in some way. Because of its powerful programming, Baltimoreans just naturally tune in WBAL — and so, Baltimoreans just naturally hear your message.

Besides, there's a wide-awake Merchandising Department at WBAL that ties up programs at point of sale. That's why we say "Wherever you go in Baltimore, the 'little man' is always there."

Two and two make four — Use WBAL to reach Baltimore.

***NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY***

**WBAL**
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S
GREAT RADIO STATIONS

# Editorial

## Orderly Processing

THE FCC'S new processing plan for AM applications, carried in a BROADCASTING supplement Aug. 19, appears to be a step in the right direction.

Applicants now will be able to determine with some degree of accuracy the status of their applications.

But there is an additional advantage. An established docket of this sort should give the FCC a ready shield against political pressure. If someone wants a favor done for a friend, he can be told with dispatch that the applicants are being considered in order—and the order is available for all to study.

It will work if that pressure from outside the Commission is resisted. And it should discourage pressure from within the Commission, which is not exactly an unknown factor.

We understand that Acting Chairman Charles R. Denny Jr. principally is responsible for formulating the proposal. He and those who worked on it are to be congratulated, for it reflects sound administration and conscientious planning.

Time thus devoted will produce more gratifying results than effort expended on Blue Books. For, through broadening the competition in radio by speeding up action on applications, we will arrive naturally at the result which is sought artificially in that 137-page palliative of prose: Better radio.

## Free Speech-less

THAT CHAP on the editorial staff of the *St. Louis Post-Dispatch* must be back from his vacation.

He's the one who writes about radio. The fellow, you will remember, who plays the typewriter by ear. The trouble with these prodigies is their inability to transpose from one key to another.

He's still writing about wicked commercialism on radio and his latest sub-title is, "A Phoney Free Speech Issue." He bases his essay on the statement by the American Civil Liberties Union that the FCC Blue Book means more freedom on the air, rather than less.

In fact, on the same editorial page, the ACLU statement is printed in a department entitled, "The Mirror of Public Opinion."

BROADCASTING carried an editorial on Page 20 of its June 10 issue. It was entitled "Eyelids & Earflaps" (corny, we acknowledge). This editorial viewed the *P-D* campaign somewhat petulantly, since it was written after a pica rule had been applied to the newspaper's advertising lineage. The editorial also said the *P-D* station, KSD, a commercial outlet, admittedly is one of the best stations in the country.

But did anybody reprint our editorial? Nope.

Free speech? Hah! It's a phrase for poets. We are crushed.

## Bing's Big Bang

A RADIO Pandora's Box may spring open with the signing of Bing Crosby to go transcription for Philco this fall. It is one of the fruits of the transcribed documentary which came into its own during the war and broke down partially the network resistance to the transcription. Only time will tell whether it is for good or for evil.

With a performer of Bing's stature going 100% wax, the transcribed broadcast gets its greatest impetus since radio began. It is admittedly an experiment, for if Bing's rating isn't maintained, he reverts to live broadcasts. The $30,000 a week talent fee is a new high for any kind of weekly broadcast. The 600-station combined network-spot schedule proudly proclaimed by Philco is also a record.

Bing, top performer that he is, became weary of the rigors of a weekly rehearsal and broadcast. He wants to package a flock of shows in one sitting, to give him leisure for other pursuits. A high Hooper, phenomenal record sales and brisk competition for his services made it possible for Bing to write his own ticket. That popularity, in the first instance, was cultivated by live radio.

If Bing achieves any degree of success in maintaining his audience rating, other top-flighters will insist upon going wax.

There's a more serious side. The advertiser and his agency, already exerting great influence over programming, would become practically autonomous. Why a network anyway? Just buy the lines or ship air express for simultaneous broadcast, without regard to time differentials. Eliminate the repeat broadcast. The client tailors his own network to suit each schedule.

Would the networks then be able to maintain national service at high level? What would happen to special events coverage; a national emergency; an inauguration; a Bikini atom test; a world's series; Presidential speeches on the state of the nation?

Bing's innovation may be the harbinger of what happens when a performer grows bigger than the medium that made him. It may be duck soup for the advertiser and the agency. But is it good radio—good for the audience?

We think the public will accept a certain amount of transcribed programming, but that it prefers "in the flesh" broadcasts. We think Bing's Hooper won't stand up after a few pre-recorded shows with old tunes and antiquated gags.

Beyond everything else, we think that any development which detracts from radio's flexibility as a spontaneous medium will undermine its growth, stifle initiative and head it toward glorified juke-box operation.

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*WITH FM stations being licensed wholesale the question of call letter assignments arises again to plague broadcasters. FCC's optional system allows regular four-letter calls in cases of joint AM operation, the addition of the suffix "FM" or "TV" following the call. Call letters are a valuable asset. What happens in the future when the AM operation may be dropped, and along with it a call built up over years of good service? Everett Dillard, who has operated KOZY in Kansas City since 1942, has an answer. He does it this way: "KOZY (FM)"—not "KOZY-FM."*

## Our Respects To—

ROBERT TALCOTT COLWELL

"OFTEN a bridesmaid but finally a bride." That, except for the distortion of gender, might aptly be the legend of Robert Talcott Colwell, partner of the new advertising firm of Sullivan, Stauffer, Colwell & Bayles, New York.

Long the silent support in the marriage of agency and sponsor, Mr. Colwell finally has uttered the "I do" that has entitled him, with his partners, to a place of his own with his own name over the mailbox.

But far from settling down with his memories and scrapbook, Mr. Colwell and his colleagues have already consummated a few memorable projects of their own as they head into their third month of operations with billings already upward of $5 million.

Mr. Colwell's entry into advertising occurred in 1925 when he exchanged a Phi Betta Kappa key and a BS degree from Colgate U. for a job as copywriter with the Providence, R. I., firm of Livermore Knight advertising agency, composing booklets and house organs.

In 1929, four years and perhaps 300 house organs later, he packed his booklets and moved to J. Walter Thompson Co. in New York, again as copywriter. Later that same year he entered the agency's radio department to spark-plug, through the years, the Eddie Cantor show, the Rudy Vallee program, *Lux Radio Theatre*, Burns and Allen and Edgar Bergen.

Simultaneously he turned to play writing to author a pre-atomic house-raiser called "Strictly Dynamite." Bought by Hollywood, the movie provided lustre for Jimmy Durante and Lupe Velez and negotiable fodder for Mr. Colwell. He also wrote many of the skits in the first Ziegfeld Follies produced after Florenz Ziegfeld's death.

His by-line has appeared, too, on many magazine articles in *Collier's*, *Life*, and *Coronet*.

In 1936 Mr. Colwell was named a copy-group head at J. Walter Thompson, succeeding Henry Legler who had resigned to form his own agency, Warwick & Legler. In this capacity, he supervised a group of writers turning out copy for Royal Gelatin, Royal Baking Powder, Vermont Maid maple syrup and many other accounts. A year later he was transferred to head still another group of writers working on the Old Gold cigarette and Chase and Sanborn coffee accounts.

In quick succession, starting in 1942, he became vice president in charge of radio programming, then a member of the JWT board of directors in 1943, and in April 1946 he was

(*Continued on page 52*)

# "New York's Most Beloved Radio Station"

"It is a great satisfaction to come home, turn to WQXR and hear the world's finest music," writes a listener in a letter typical of thousands received by WQXR. More than half a million families in metropolitan New York – a city within a city – feel this way about WQXR. They love good music; they tune to WQXR for 62% of their radio listening time. So intense is their interest, over 34,000 of these families pay $1 a year to receive WQXR's Monthly Program Guide.

It's no wonder that WQXR is "New York's Most Beloved Radio Station"... for you can't be casual about good music... you love it, or you don't. WQXR families are discriminating not only in the programs they choose, but also in the products they buy. Over 53 advertisers use WQXR to sell this important above-average income market. For effective advertising results, buy WQXR... the station noted for good music and the news bulletins of The New York Times.

# WQXR

**Radio Station of The New York Times**

## Respects

(*Continued from page 50*)

elected chairman of the company's plan board.

During 1944 Mr. Colwell took a leave of absence from the agency to join OWI as radio chief of the Psychological Warfare division, 12th Army Group in charge of American Army broadcasts beamed at the enemy over Radio Luxembourg.

Since his return to the U. S. he has presented occasional lectures on radio and advertising before advertising and selling club classes and similar classes at Columbia and New York Universities.

As partner of SSC&B, Mr. Colwell, is in charge of all the creative work for the agency, including copy, art, and production. He will personally be in charge of the commercials on the agency's newly acquired Bob Burns, *Ellery Queen* and *Jimmie Fidler* shows.

When the agency started, the partners decided to specialize in packaged foods, drugs and cosmetics. Mr. Sullivan brought with him the Noxzema and Smith Bros. cough drops accounts, reputed to represent over $2 million together in billings. The agency has also acquired Arrid deoderant (Carter Products) account, along with American Home Products' Anacin, Kolynos, and Bisodol.

Mr. Colwell was born Jan. 25, 1903, in Auburn, N. Y. During his third and fourth years at Colgate U. he obtained part time jobs at a book store and then worked as a reporter on the *Auburn Citizen*.

Eighteen years ago, when he was associated with the Providence R. I., agency, Mr. Colwell met and married the former Louise Otis. The Colwells have three children, Howard, 16, Richard, 13 and Susan, 8. They live in Pelham, N. Y. Howard has joined the ranks of the CBS pages.

His friends describe Mr. Colwell as a "Lovable guy but a lousy golf-player." His score on an 18-hole course averages 105. Bowling a little and reading much also interest him.

He is a member of the Writers War Board, a member of the Council of the Radio Writers Guild as well as a member of the Council of the Authors League of America, the Pelham Country Club and the Colgate Alumni Assn.


Chicago's Best Buy

FROM 8 A. M. TO 10:30 P. M.

*How They Stood For July:*

Network Station "A" Ahead in 53 Periods

Network Station "B" Ahead in 42 Periods

**W-I-N-D** Ahead in **16** periods

Network Station "C" Ahead in 12 Periods

Network Station "D" Ahead in 6 Periods

(all four network stations are 50,000 watters)

*Survey Figures Upon Request*

**W-I-N-D**

5000 WATTS 560 K. C.

*Chicago's Only 24 Hour Station*

*N. Y. Representative* JOHN E. PEARSON CO.


## Van Diver and Carlyle Form New York Agency

VERNON H. VAN DIVER, formerly advertising manager of the Union Carbide and Carbon Co., New York, and Paul Carlyle, formerly art director of Grey Advertising, New York, have formed a new advertising agency, Brad-Vern, Van Diver & Carlyle Inc., located in the McGraw-Hill Bldg., New York.

Brad-Vern are the two names of Mr. Van Diver's sons, now in college, and was the name of their trade paper which was absorbed by *Printer's Ink*, New York, approximately two years ago. Mr. Van Diver is president of the new firm; Mr. Carlyle, vice president in charge of art and production.

## *REVISED CONTRACT MATS TO BE SENT*

NEW standard contracts, in mat form, are being prepared by NAB for mailing to stations in the near future. The contract conditions were approved at the Aug. 6-8 NAB board meeting following months of discussion by a joint NAB-AAAA subcommittee.

The new standard contract replaces the 1942 form, still in general use, and includes a number of important changes to take care of developments in broadcast and agency practices.

Subcommittee members were: For NAB—Walter Johnson, WTIC Hartford, chairman; Frank Webb. Lewis H. Avery Inc.; Howard Meighan, CBS; Ben Laird, Green Bay Broadcasting Co.; Sam Bennett, KMBC Kansas City. For AAAA—Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; Charles Ayres, Ruthrauff & Ryan; Frank Silvernail, BBDO; Wilham Maillefert, Compton Adv. Legal aides were John Morgan Davis, formerly NAB general counsel; Don Petty, present NAB general counsel; George Link, AAAA.

### CJBR Gives Aid

CJBR Rimouski, Que., came to the rescue of the local technical school with staff members to give a course in radio. Unable to obtain adequate teachers on radio, the school asked CJBR for suggestions, and the station's staff has worked out an arrangement to have staff members give instruction.

## MANAGEMENT

EARL HENTON, program director and chief news man of WEBC Duluth, Minn., has been appointed resident manager of that station, key outlet of the Arrowhead Network. Under current streamlining of management procedure W. C. BRIDGES, general manager, and H. E. WESTMORELAND, director of operations, are released from individual station problems of administration in order that they may devote time to development of the regional network FM (WDUL Duluth and FM grant to WJMC Rice Lake, Wis.) and the consideration of television facilities. Streamlining also is employed at other outlets of network under resident managerships of CLYDE RIDDLE, WEAU Eau Claire, Wis.; HARRY HYETT, WMFG Hibbing, Minn.; OSCAR PETERSON, WHLB Virginia, Minn.; GREG ROULEAU, WJMC.

WESLEY I. DUMM, president of Universal Broadcasting Co. (KFSO KXLA KXA), is the father of a girl, Penelope Ferance.

JOHN S. LLOYD, program director of WTHT Hartford, Conn., has been named general manager of WACE, new station owned by Regional Broadcasting Co. at Chicopee, Mass. WACE is to begin daytime operation in late September with 1 kw on 730 kc.

GEORGE ALDEN has been named assistant manager of KWBW Hutchinson, Kan.

WAYNE J. HATCHETT has taken over as station manager and chief engineer of KSIB Creston, Iowa, and is in charge of construction of the new station which will begin operations about Nov. 1 with 1 kw daytime on 1520 kc. E. M. HORNING, new to radio, is general manager of KSIB, owned by Southwest Iowa Broadcasting Co. Mr. Hatchett, in technical and management fields of broadcasting since 1930, constructed W9XBY Kansas City, W9XA that city (now KOZY, commercial FM outlet), KBIZ Ottumwa, Iowa and WINN Louisville, Ky.

BUCK HINMAN, production manager of WCBI Columbus, Miss., has been appointed station manager at WROX Clarksdale, Miss.

EDGAR KOBAK, president of MBS, last week was presented with a scroll by the War Dept. for "his outstanding contribution to the welfare and morale of the men and women of the Armed Forces as a member of the New York City Defense Recreation Committee during World War II." The document was signed by Robert Patterson, Secretary of War, and Maj. Gen. James A. Van Fleet, commanding the Second Service Command.

CLARENCE T. (Swannee) HAGMAN, newly appointed general manager of the ABC Central Division and assistant to ED BORROFF, vice president in charge of the division, officially began his new duties last Monday. At present Mr. Hagman is becoming acquainted with the division's overall operations and no specific assignment has been made. It is understood he will work closely with Mr. Borroff on national and network spot business as well as oversee station relations and other division departments.

JAMES MILLOY, vice president of Cowles Broadcasting Co., is to be at WCOP Boston Aug. 26 for series of conferences.

## *Upcoming*

**Sept. 2:** IBEW National Convention, Sir Francis Drake Hotel, headquarters, San Francisco.

**Sept. 9-10:** NAB Small Market Stations Executive Committee, Statler Hotel, Washington.

**Sept. 11:** Brand Research Foundation regional meeting, San Francisco.

**Sept. 19-22:** Affiliated Advertising Network annual meeting, Salt Lake City, Utah.

**Oct. 8-9:** Kentucky Broadcasters Assn. Executive Committee, Lafayette Hotel, Lexington, Ky.

**Oct. 10-11:** Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

**Oct. 21-24:** NAB Convention, Palmer House and Stevens Hotel, Chicago.

**Nov. 21-22:** Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

# WE SERVE BOTH CIRCLES—

In this Atomic Age, who listens to the radio? Is it the farmer, deep in his rich fields or laboriously working his upland acres? Is it the merchant, the lawyer, the laborer, the preacher, the doctor? Is it the lady in her fine home on the boulevard? Or the child, whose budding mind seeks focus of the picture unfolding? We know they *all* listen.

For more than twenty years, it has been our job to serve a growing audience of more than five million people, many of whom rely upon WSM's dependable signal, born of a clear channel and 50,000 watts.

Our goal has been to serve the family circles of all levels. We believe the measure of our success has been reflected steadily over two decades, that people who have grown old or grown up with us know that WSM stands for

***The Best in Broadcasting***

**HARRY STONE, *Gen. Mgr.***
**JACK HARRIS, *Asst. Gen. Mgr.***
**WINSTON S. DUSTIN, *Comm. Mgr.***
**EDWARD PETRY & CO., *National Representatives***

W — Air Castle of the South — 650 KILOCYCLES — 50,000 WATTS — NBC AFFILIATE — CLEAR CHANNEL — &

# WSM
NASHVILLE

ALL STIRRED-UP ABOUT MAKING TAFFY (Ky.)?

No matter how much heat you apply in Taffy, Kentucky, you can't cook up many sales. That's why we're happy to chew on the Louisville Trading Area, instead of stretching our power to pull in Taffy. WAVE's primary is the home of people *who spend more money, for more things, than all the rest of the State, combined!* Boiled down, this means that it takes more than Taffy to satisfy a sweet sales tooth around here—it takes the Louisville Trading Area! Shall we cook up a batch for you?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

NORTH EAST WEST SOUTH
The Texas Rangers
SELL MANY PRODUCTS FOR MANY ADVERTISERS
NOW ON
WWL
New Orleans

*For Groves Chill Tonic*

New
New York Office
475 Fifth Ave.
SAN ARTHUR B CHURCH PRODUCTION
Hotel Pickwick, Kansas City 6, Mo.

# Networks Naming NAB Delegations

## Officials to Attend Chicago Convention in October

NETWORK officials from NBC and ABC scheduled to attend the NAB Convention, Oct. 21-24 in Chicago have been announced.

Headed by Edward J. Noble, ABC chairman of the board and Mark Woods, president, ABC is sending top representatives from all phases of its operations to the Convention.

Keith Kiggins, Robert E. Kintner, Adrain Samish, Fred Thrower, Robert H. Hinckley, Earl E. Anderson, Don Searle and John H. Norton, all ABC vice presidents, will be in the network group attending.

Other ABC department heads who will attend include: Frank Marx, ABC director of general engineering; Francis H. Conrad, station relations manager of ABC's western division; Paul Mowrey, national television director; Earl Mullin, publicity manager; Robert Saudek, director of public service; Ivor Kenway, director of advertising and promotion.

### NBC Delegates

In addition to Niles Trammell, president of NBC, the following NBC delegates will attend the convention:

Frank E. Mullen, vice president and general manager; William S. Hedges, vice president in charge of planning and development; F. M. Russell, vice president in charge of the Washington office; Brig. Gen. Ken R. Dyke, vice president in charge of broadcast standards and practices; C. L. Menser, vice president in charge of programs; O. B. Hanson, vice president and chief engineer.

Easton C. Woolley, director of station relations; Sheldon B. Hickox Jr., manager of station relations department; John Murphy, station relations contact; James V. McConnell, director of national Spot Sales; William C. Roux, manager of national Spot Sales department; Raymond Guy, radio-facilities engineer.

James M. Gaines, manager of WEAF New York; Vernon H. Pribble, manager of WTAM Cleveland; Lloyd Yoder, manager of KOA Denver; H. M. Beville, NBC director of research.

NBC Central Division executives who will also attend the convention include:

I. E. Showerman, manager of the Central Division; Paul McLeur, sales manager; Oliver Morton, Spot Sales manager; Jules Herbeveaux, program manager; Howard Luttgens, chief engineer; Emmons Carlson, promotion manager; A. W. Kaney, manager of station relations; Jack Ryan, press department manager; John Keys, assistant manager of the press department; T. E. Schreyer, engineering operations supervisor; Arthur Jacobson, production manager; William J. Murphy, manager of the script department; Harold A. Smith, assistant manager of advertising and promotion; William E. Drips, agricultural director; Judith Waller, education director and Eugene Hoge, assistant manager of Network Sales.

# Eversharp Continues

THE *Tonight on Broadway* show CBS Mon. 10:30-11 p. m. which was to be replaced last Monday by *Lights Out* for same sponsor, Eversharp Inc., (injector razors), will continue on a week to week basis until another replacement acceptable to CBS, Eversharp and sponsor's agency, the Biow Co., can be found. CBS was understood to have turned thumbs down on *Lights Out*. Two shows which are under consideration as replacements for *Tonight on Broadway* are *The Fat Man* and *Sherlock Holmes*.

# AGENCIES

F. R. MacLAUGHLIN, former commercial manager of WTBA Batavia, N. Y. has opened his own advertising agency at 377 Elliott Sq., Buffalo, N. Y. Agency will handle radio.

LESTER GOTTLIEB, program development manager of Young & Rubicam, New York, has been in Hollywood for 10 days conferring with ROBERT HUSSEY, agency's Hollywood program development chief.

ROMA LIND, Midwest publicity and public relations counsellor, has joined Joe H. Langhammer & Assoc., Omaha, as director of new publicity and public relations department. Active in the Publicity Club of Chicago, Miss Lind has handled public relations work for such firms as Montgomery Ward, Allied Stores, Arkwright Corp. and Cities Stores.

Miss Lind

A. STANLEY KRAMER, former advertising and sales promotion manager of H. W. Baker Linnen Co., has been named assistant to the president of The Chernow Co., New York.

STUART M. STEVENS, former partner in Stevens-Lander-Young Adv., Los Angeles, has joined Gail Hall Adv., that city, to form new agency of Stevens-Hall Adv. Both partners will continue to service accounts. Mr. Hall in addition will supervise production and art with Mr. Stevens in charge of business management and public relations. TOM DEWEY, who has been with Gail Hall for past year, heads copy department of new organization.

PACIFIC COAST Adv., San Francisco, has established a foreign advertising division under direction of FRANK NEWTON. Complete foreign media and market research section is being organized.

FRED L. SHAW, separated from Army as colonel and formerly with J. Sterling Getchell Inc., Detroit, has joined Gray & Co., Denver.

R. A. HARRISON, who formerly operated his own Berkeley, Calif., agency, has joined Long Advertising Service, San Francisco, as account executive.

DON B. W. SEARS Adv., Berkeley, Calif., has moved to Fairmont Hotel Bldg., San Francisco.

ALEX STRUTHERS, separated from Navy and prior to war executive of Struthers Bros. Adv., is to establish his own Los Angeles agency.

EZRA McINTOSH, producer of J. Walter Thompson Co., Hollywood, has shifted to New York to handle NBC "Kraft Music Hall" starting Aug. 29.

RALPH E. BENNETT and RICHARD J. KEEFE have joined Charles H. Mayne Co., Los Angeles, as merchandising and public relations directors, respectively. Mr. Bennett was formerly a sales and merchandising executive of Certainteed Products Corp. and other national firms. Mr. Keefe, separated from Navy, was formerly in public relations and sales promotion departments of CBS Hollywood.

### Triple Trouble

LIGHTNING doesn't strike twice they say. Maybe not, but consider the case of Raymond Keane Adv., Los Angeles. Art Director Jack Tesler, in dashing for a streetcar, tore ligaments of left ankle. Next, Paul Britton, script department chief, dislocated left knee while spending a quiet Sunday at home decorating. Final (we hope) casualty was incurred when Raymond Keane, head of agency, fell in a bowling alley, tearing ligaments in his back.

CRAWFORD U. HALL, former radio director of Locke Johnson & Co., Toronto has rejoined the agency following his discharge from the Canadian Army as captain. He recently returned to Canada after intelligence service with Canadian forces in Germany.

DOUGLAS PHILPOTT, former Toronto manager of Ruthrauff & Ryan, has joined Spitzer & Mills, Toronto, as account executive. He was managing director of Lehn & Fink (Canada) before joining Ruthrauff & Ryan.

WESTERN ADV., Los Angeles, has moved to new offices at 668 S. Coronado St. Telephone is Tucker 1408.

JANE E. ZENTNER, former head of own advertising agency and radio program in Shanghai, has joined R. B. Atchison Adv., Los Angeles, as radio department copy writer.

JACK HOOD, co-owner of Davis-Hood & Assoc., Los Angeles, is the father of a boy.

LANSING MOORE, former head of his own agency, has joined Lawrence Bole Hicks Inc., New York and Baltimore, as account executive.

WILLIAM C. FAUST, former picture editor and more recently in the promotion department of the Philadelphia Evening Bulletin, has joined the publicity and public relations department of Geare-Marston, Philadelphia.

GEROLD LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia and MARVIN MURPHY, agency's public relations chief, are in Hollywood for two weeks.

G. NORMAN BURK, effective Sept. 1 becomes partner in newly formed agency of Pratt & Burk Adv., Benedum-Trees Bldg., Pittsburgh. Former salesman at WCAE Pittsburgh [BROADCASTING, Aug. 19], Mr. Burk joins with RUSSELL PRATT previously head of agency bearing his name in that city. Previous to his affiliation with WCAE Mr. Burk was with Cleveland diesel engine division of General Motors.

Mr. Burk

HUTCHINSON K. FAIRMAN, formerly with BBDO, New York, has joined the copy staff of Hanly, Hicks & Montgomery, New York, as copy supervisor.

SHIRLEY G. ROSS, former production manager of Erland Adv., New York has been appointed account executive and office manager of the agency.

JAMES McNOLDY and JOHN KLINKER have been named director of radio and publicity and service director respectively of Kane Adv., Bloomington, Ill. Mr. McNoldy was with Navy public relations and Mr. Klinker previously has been sales-production coordinator of Muirson Label Co., Peoria, Ill.

AD FRIED Adv., Oakland, Calif., has organized a foreign language advertising department under the supervision of JAMES A. SCOTT, account executive with the agency. Foreign language shows are being used by agency for certain of its clients on KRE KROW KWBR. AD FRIED, head of the agency has been appointed publicity chairman for the 26th annual convention of the California-Nevada District of Kiwanis International to be held Oct. 10-12 in Oakland.

LOREN C. MOORE, art director of Grant Adv., all offices, has been named a vice president of the organization. Mr. Moore has been general art director of the Grant 17-office chain for four years.

GEORGE R. MAREK, account executive at J. D. Tarcher & Co., New York, has been elected a vice president of the agency.

WINSTON NORMAN, magazine and book officer on staff of Admiral Nimitz during war, has joined copy staff of Foote, Cone & Belding, San Francisco.

# MAIL COUNT TO-DATE 89,125 ON "IT'S FUN TO COOK" A WFBR-BUILT AND PRODUCED SHOW

Some two years ago, the Program Department at WFBR developed and produced a show "It's Fun to Cook." It was sponsored by Schluderberg-Kurdle Co. proprietors of Esskay—one of the best known names in meat on the Atlantic Seaboard.

Originally it was broadcast only three days a week, but devised as it was to help the young, inexperienced house-wife, popular demand raised it to five a week. Some weeks the mail count *ran* over 2,000—to date the total mail count is 89,125. That mail has come from *every* zone in Baltimore and from 18 surrounding counties.

And all because WFBR proved "It's Fun to Cook." No cash prizes—no spectacular offers. What's more Esskay has been able to educate housewives to improved meat buying techniques and to trace definite sales results.

All of which again proves WFBR delivers the *real* Baltimore Listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

**WFBR**

**The Winning Time**

**is the Time You Buy on**

WINR

BINGHAMTON, N. Y.

**N.B.C. in the Triple Cities**

HEADLEY-REED

National Representatives



No. 8 in a Series

**In West Virginia**

County, the State's rich-Charleston - Kanawha est and largest market, buy $24,910,000.00 in FOOD products yearly, nearly as much as the next two leading counties combined!

THIS IS MY HOME

KANAWHA COUNTY

**WGKV**

CHARLESTON, WEST VA.

*Charleston's Quality Station*

NBC AFFILIATE

*Represented Nationally by Joseph Hershey McGillvra, Inc.*


# PRODUCTION

EDWARD SAGRAVES, chief announcer of WPAY Portsmouth, Ohio, has been appointed program director of station. He replaces CLAIR HASS who has resigned to enter business for himself. HAROLD SAGRAVES, brother of Edward, is promoted to chief announcer. Added to announcing staff is AL VILLASTRIGO, formerly with WOAI KNAC KONO WBT. His air name is Tim Collins.

JOHNNY DICKSON, singer and announcer, has been added to staff of KFNF Shenandoah, Iowa.

LLOYD GRANT REEDSTROM, in the Navy five years and released as ensign, has joined announcing staff of KYSM Mankato, Minn. In service he was announcer at WXLI Guam.

BOB GARDNER, program director of KYSM Mankato, Minn., is the father of a boy, Richard.

MEL BAILEY, program manager of KEX Portland, Ore., is recovering from his recent operation at a Portland hospital and is expected to return to work in September.

EVELYN SIBLEY LAMPMAN, with KGW Portland, Ore., for 12 years, has been made station educational director. Mrs. Lampman is a three-time winner of the CBS "Dr. Christian" script writing award and has been in radio since 1929.

DAVID ELLIS, radio actor, and PATRICIA DARROUGH, secretary in the CBS Hollywood engineering department, were married Aug. 13.

STAN LEE BROZA, program director of WCAU Philadelphia, and his wife, co-producers of the station's "Children's Hour," will serve as judges for the 42d Asbury Park (N. J.) Baby Parade, to be held Aug. 28 before an expected crowd of 350,000.

SY BLOOM, for four years with the Army Signal Corps and Military Intelligence as captain, has been added to continuity staff of KDKA Pittsburgh. Prior to war he was New York radio freelance.

PAUL MOWREY, national director of television for ABC, and HARVEY MARLOWE, network's executive television producer, were in Des Moines last week to assist KRNT, ABC affiliate there, produce a series of demonstration video programs for showing at the Iowa State Fair. KRNT rented cameras, transmission equipment and about a dozen receivers from RCA for the demonstration, which will continue for duration of fair, Aug. 21-31. Mr. Mowrey has returned to New York addressing Des Moines Advertising Club. Mr. Marlowe will remain on location throughout the fair.

FRANK GRAHAM has been re-signed as announcer on weekly CBS "Encore Theatre."

JOEL HERRON, piano-playing orchestra leader and music arranger, effective Sept. 2 becomes music director of WHN New York. Mr. Herron, who has conducted orchestras in such New York night clubs as the Copacabana, Stork Club, Versailles, etc., will be heard at various times throughout daily broadcast schedule of WHN and will direct an orchestra of 15 men.

CLENTON W. PRICE, former program manager of KGIR Butte, Mont., and prior to that in program positions at KUTA and KDYL Salt Lake City, has been appointed program manager of KVSM San Mateo, Calif.

COURTNEY McCLEOD has been named ABC Hollywood program transmission coordinator replacing PHYLLIS SKEPNER who resigned to be married.

SOL SAKS, BILL MANHOFF, POOT PRAY and BEN GERSHMAN have been named as writing staff for CBS "Ozzie & Harriet" show returning to air Sept. 1.

JEAN McCLURE, young singer who won the "Tomorrow Is Yours" contest conducted by WFMJ Youngstown, Ohio, an affiliate of ABC, has been awarded a full scholarship at the Juilliard School of Music, New York. The 19-year-old vocalist was given a personal audition in New York by Paul Whiteman last June as grand prize for her effort in the WFMJ contest.

EDDIE CANTOR has returned from tour of military hospitals to prepare new NBC Pabst Beer half-hour show starting Sept. 26.

JACK McCOY, released from the Marines after three years of service in the South and Central Pacific, has returned to WJDX Jackson, Miss., as chief announcer. While in service he directed WXLI Guam.

RAY MULLER, formerly with WLAC Nashville, Tenn., and freelance Chicago announcer, has joined WMFT Florence, Ala., as program director. Addition to WMFT announcing staff is ASA DUNCAN.

WAYNE ROSS has joined announcing staff of KTRI Sioux City, Iowa, switching from KICD Spencer, Iowa.

BOB DRUXMAN, former associate editor in charge of radio for Tide Magazine, has been appointed program director of KOL Seattle.

PETER H. FURNE Jr., formerly with WILL Urbana, Ill., and WTAL Tallahassee, Fla., has joined announcing staff of KIDO Boise, Idaho. During war he was on military intelligence staff at headquarters of General MacArthur and General Kruger.

LOUISE BARCLAY, who has toured Germany and Italy with the American Red Cross for the past year, has returned to the cast of "Right to Happiness" on NBC in the role of Constance Wakefield.

MARION (Bud) PRATT, formerly with KDRO Sedalia, Mo., and JIM CATES have been added to announcing staff of KRES St. Joseph, Mo. Both are service veterans.

WARREN EDMUNDSON is now program director of KWBW Hutchinson, Kan.

BOB SHREVE, vocalist and announcer at WOWO Fort Wayne, Ind., and MARY JANE KELLER, WOWO program department secretary, have been married.

MARGE KUHN, former announcer of WOWO-FM Fort Wayne, Ind., and FRED SMITH, assistant in WOWO sports department, are to be married Sept. 7.

ART ROSS, new disc jockey at WLIB New York, has started Mon. through Fri. 7-9 a.m. "Yawn Patrol" program of recorded music, time and weather reports.

JIM HAMLETT, formerly with KSL Salt Lake City, and GEORGE PLATIS, former announcer at KLO Ogden, Utah and just released from the Navy, have been added to KALL Salt Lake.

LES STURMER, platter turner at WMAM Marinette, Wis., and Dorothy Albrecht of Menominee have been married.

ALICE COOK, for a year and a half secretary to PAUL MOWREY, national director of television for ABC, has been promoted to new post of executive assistant to Mr. Mowrey.

PHILIP A. SPRADLING, graduate announcer at WILL Urbana, Ill., U. of Illinois station, will become chief announcer of that station in the fall and will teach radio announcing course. MADELLE TAMMING, Chicago radio actress and writer, will teach radio production in university's School of Journalism radio curriculum.

KEN CROSS has been promoted to chief announcer of KERO Bakersfield, Calif.

JOHN ALEXANDER has been added to production staff of CBS Chicago.

CHARLES NEWMAN has been named head of the program department at WCBI Columbus, Miss. BERT BECK and HARLEY HANSON are added to announcing staff. MIMS BOSWELL Jr. has resigned.

ED REIMERS, after three years of service in Marines, has rejoined WBEN Buffalo. He has been assigned announcer and night supervisor of station. WALLY NEHRLING, with midwest stations for more than 10 years, has joined WBEN as program m.c. and announcer. He last was with WIRE Indianapolis.

EDGAR SMITH, formerly of CJVI Victoria, B. C., has joined the continuity department of CKWX Vancouver.

## Catholic Council Names Smith to Direct Radio

WILLIAM C. SMITH, assistant executive secretary of the National Council of Catholic Men, has been appointed to the new post of radio director.

Mr. Smith

He will have charge of the *Catholic Hour* (NBC) and the *Hour of Faith* (ABC), as well as directing the NCCM Radio Bureau and handling other radio affairs of the council. Mr. Smith has supervised music and production and written continuity for the council's two radio programs for the past four years and originated the format of *Hour of Faith*. He has written about radio for periodicals and is author of a brochure "The Production of Religious Radio Programs."

## Scholarship Winner

CHARLENE JACKSON, program director of KVAN Vancouver, Wash., is this year's scholarship winner of KPO San Francisco-Stanford U. Radio Institute. Named for honorable mention were James C. Smith of KCRA Sacramento, Calif., who also is pastor of Carmichael Community Church, that city; Glen Dunham, Douglas, Ariz.; J. Edwin Arnold, Palo Alto, Calif.; Garrett L. Starmer, Conway, Ariz.; Laurence Field, Leavenworth, Wash.

## Lewis Honored

TOM LEWIS, vice president in charge of all radio for Young & Rubicam, has been awarded the Most Excellent Order of the British Empire, degree of Honorary Officer, by the King of England. As commanding officer of the Armed Forces Radio Service, Mr. Lewis also received the Legion of Merit from the U. S. Army.


**IN CANADA**

**WINNIPEG**

**is a "MUST" buy**

Men Who Know *select*

630 KC. **CKRC** 5KW. 500W

REPRESENTATIVE - WEED & CO.

VARIETY

Wednesday, August 7, 1946

# Radio's Lone Stand In Athens GI Riot

Athens, Tenn., Aug. 6.

When Athens was blacked out from the rest of the world last week, as ex-GIs took over with rifles, grenades and tommy-guns in a local election feud, radio was the only medium that kept in touch with the situation throughout. Allen Stout, special events man of WROL, Knoxville, covered the entire GI revolt from start to finish, with WSM, Nashville, taking a feed that lasted from 11 p.m. Thursday (1) until 9 a.m. Friday (2).

The newspapers and press associations were monitoring Stout's broadcast and getting their only news from this source, having been barred by those in control.

According to former Col. Jack Harris, who throughout the war was at the top of Army radio and at the end of the war was chief of communications for General Douglas MacArthur: "This was the most exciting broadcast we have ever heard, beating any live shows the Army itself did during the war." Harris is now asst. gen. mgr of WSM.

The Stout story started Wednesday (31), the day before the election here. Stout figured that this would be a "hot" place and came down here to hook a wire direct to his news room at WROL, 50 miles away. He installed himself in a building in the center of the town.

Thursday afternoon, when things started getting hot as deputy sheriffs were beating up ex-servicemen trying to protect the ballot boxes, Stout told the station he was sure there would be plenty of trouble but that he was sticking.

By nightfall, when the ex-GIs started to besiege the jail where the sheriff and his deputies had locked up the ballot boxes, the ex-servicemen in control of the town chased all newspaper reporters and photographers. Stout had been joined by Frank Larkin, of WROL, and together they hid in a little room overlooking the main street. The ex-GIs in control of the town tried to find them, but couldn't.

WSM tried to send a crew into the town by that time, but the Nashville people were turned back at the county line. At 11 p.m., Thursday, Stout started telling of the jail house siege. At 3:30 a.m., Friday, when the shots and shouts, the noise of the grenades, rifles and dynamiting, were carried by WROL and WSM over the line set up and held by Stout.


NBC for EAST TENNESSEE

# THE ATHENS STORY

A story of alertness and constructive imagination in radio that is of refreshing interest to every timebuyer. Definitely not a lucky break, this program was scheduled by WROL ten days in advance, and wire circuits ordered four days in advance. Two WROL staff men were on the scene at least eight hours prior to the first broadcast from Athens.

*Frank Larkin, left, WROL News Editor and Allen Stout, WROL Studio Director.*

Further evidence of WROL's leadership in local programming.

★ Full time local news bureau maintained by WROL.

★ WROL will broadcast exclusively in the Knoxville area the entire schedule of University of Tennessee football games during the 1946 season.

WROL KNOXVILLE

620 ON EVERY DIAL REPRESENTED BY BLAIR

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal" ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

*You can't afford to be a recording isolationist . . .*

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.


## COMMERCIAL

GLEN WALSER, formerly with the sales promotion department of NBC Central Division, Chicago, has been added to the sales department of KCMO Kansas City, not KMBC as incorrectly reported in this column last issue. From 1942-1946 he served in Navy overseas, was released as lieutenant commander.

ROBERT W. WALKER Co., station representative, has moved Los Angeles offices to 684 S. Lafayette Park Place. Telephone is Drexel 4388.

KCRA Sacramento, Calif., has appointed Weed & Co. as exclusive national representative effective Sept. 1.

BYRON NELSON, former sales manager of KGO San Francisco, has assumed his duties as ABC Hollywood account executive, replacing SHELDON EARP, who is entering his own business in Sacramento.

KXOA Sacramento, Calif., has appointed Adam Young Jr. Inc. as national sales representative in New York and Chicago. Station previously had been represented by John Blair & Co.

JEANNETTE FULLER, traffic manager of WCKY Cincinnati and private secretary to L. B. WILSON, station president and general manager, will be married this fall to Elmer E. Heinze. With WCKY for 15 years, she plans to continue with station.

ARCHIE TAFT Jr., released from the Marines, has resumed as commercial manager of KOL Seattle. He served in China and Philippines during war.

BUZZ HASSETT and FRED SANDMAN are new members of sales staff of KTRI Sioux City, Iowa.

HAROLD V. FULTON has been appointed assistant sales manager of WHO Des Moines. With station for 10 years, he has been regional sales director.

PAN AMERICAN BROADCASTING Co., New York, is offering spot announcement package covering seven stations in Caracas, Venezuela. Export advertisers can obtain 12 spots daily, in rotation, on each of stations for minimum 12 week period.

KRES St. Joseph, Mo., has appointed Sears & Ayer as exclusive national representative.

VERN MINOR, commercial manager and promotion director of KWBW Hutchinson, Kan., is no longer with the station.

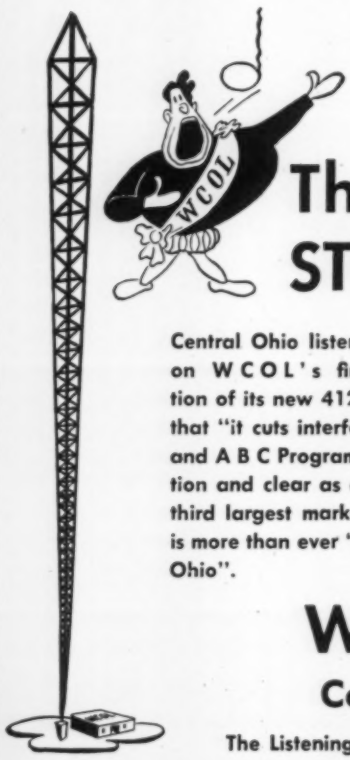
JOHN H. HARING, account executive at KJBS San Francisco, has switched to the sales staff of KQW that city. During war he was Military Intelligence major, serving five years with OSS in ETO and Mediterranean theatre.

### To CBC Post

DR. GEORGE DOUGLAS STEEL, Charlottetown, P. E. I., principal of Prince of Wales College, Charlottetown, has been named to fill the vacancy on the board of governors of Canadian Broadcasting Corp. He succeeds Dr. A. W. Trueman, who resigned recently on becoming president of the U. of Manitoba, Winnipeg.

### John Taylor Hopkins

JOHN TAYLOR HOPKINS, 18, son of John T. Hopkins III, general manager and chief engineer of WJAX Jacksonville, Fla., was killed Aug. 10 in Jacksonville when he was struck by lightning. He was fishing in the St. Johns River when accident occurred. Last January the youth was District of Columbia winner of the Westinghouse Electric Co.'s science talent search. He had planned to enter Johns Hopkins this fall. Funeral services were held last Wednesday in Washington. His mother, Mrs. Agnes Hopkins, resides in Washington.


The Voice Is STRONGER!

Central Ohio listeners enthusiastically comment on WCOL's finer reception since completion of its new 412-foot tower. Listeners remark that "it cuts interference and our favorite local and ABC Programs now come in free of distortion and clear as a bell." WCOL, serving the third largest market in the fourth richest state, is more than ever "the listening habit of Central Ohio".

WCOL
Columbus
The Listening Habit of Central Ohio

*Represented by THE HEADLEY-REED CO.*


## ALLIED ARTS

HOWARD J. SILBAR, recently discharged from the Army where he was assigned to Supreme Headquarters, ETO, in Public Relations Division handling censorship of news coming from Europe, has been appointed coordinator of advertising and public relations for Lear Inc., Grand Rapids, Mich. He succeeds JEAN H. DuBUQUE who already has left Grand Rapids to become Director of Aviation for the City of Dallas, Tex.

Mr. Silbar

RADIO DIRECTORS GUILD will begin negotiations with WEAF New York officials Aug. 28 for local WEAF directors. Guild also plans to negotiate with WABC New York officials in near future.

BURTON L. HOTALING, formerly of U. of Wisconsin, in September joins staff of Rutgers School of Journalism. His teaching specialties include radio journalism.

UNIVERSAL RECORDING Corp., Chicago, has leased large studio on 42d floor of Civic Opera Bldg. as addition to its recording facilities.

EDWARD EINHORN, former assistant advertising manager of Reeves-Ely, has joined Henry A. Stephens Inc., New York, as account executive and member of the planning staff in charge of research.

FARM RADIO PRODUCTIONS, Washington, has placed "Agricultural Washington," transcribed farm news feature, on WHAI WIBU WMMN under local sponsorship. KGKO WJIM also have contracted for weekly program. Series begins in latter September.

BERNIE MILLIGAN and COY WILLIAMS dissolve six year partnership in Hollywood operations of Earle Ferris Assoc., publicity service, on Aug. 31. Mr. Milligan will continue to represent that firm with Mr. Williams setting up his own exploitation offices.

RADIO WRITERS GUILD, in an expansion program, is to launch campaign to cover other fields such as transcriptions where members are active.

LIEUT. VICTOR CAMPBELL, former production manager of WGY Schenectady, and LIEUT. JOHN L. EISELE last week went on duty with the Radio Section, War Dept. Public Relations. Both have just returned from Japan. Lieutenant Campbell was in charge of the Radio Section at General MacArthur's headquarters. Lieutenant Eisele was program director of Radio Toyko and in charge of radio photos.

FRANK DUGGAN has been shifted from small musical unit department of Frederick Bros., Hollywood talent agency, to radio division. He replaces JACK CREAMER who resigned to join radio department of Music Corp. of America.

# Any Way You Look At It...

...the Mona Lisa meets you eye-to-eye, great art from every angle.

...Any way you look at it, WCAU is a great radio buy.

If you want to see results, you'll see eye-to-eye with WCAU.

**WCAU** 50,000 Watts CBS Affiliate

**PHILADELPHIA'S LEADING RADIO INSTITUTION**

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
*General Manager*

ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in the Kansas City Area

*Ask for Rate Card 3*

# News

**FREDERICK B. OPPER,** ABC correspondent in the Far East, has been appointed manager of ABC London office effective Sept. 1.

**LOUIGI ANTONINI,** who has broadcast on WEVD New York for 12 years and is president of the Italian-American Labor Council, has been designated by William Green, president of the AFL, to cover the Paris Peace Conference. He will broadcast a quarter-hour every week direct from the conference. Program has been offered free to all multilingual stations in the country carrying Italian programs.

**BERNARD P. (Bud) PEARSE,** ex-lieutenant commander in Navy, has been added to television staff of ABC as special events director.

**BILL ELLIOTT** and **JACK FRIEND,** both ex-servicemen, have been added to KERO Bakersfield, Calif., as news and special events announcers.

**CARL GRAYSON,** former KSL Salt Lake City announcer released from the Navy, has joined KALL Salt Lake and Intermountain Network as newscaster. His "Vico Reporter" period nightly for Utah Oil Co. is heard on KALL KLO KVNU KOVO KOAL. **BOB HAYNES,** formerly with WGY Schenectady, N. Y., has been added to KALL-IMN news staff to edit and deliver daily daytime newscasts for 14-station regional network.

**JACK DIX** is now in charge of news, sports and special events at WCBI Columbus, Miss.

**WM. TUTTLE,** news writer of CKWX Vancouver, Aug. 17 married Marie Duplessis.

**JACK LIGHTCAP,** former sportscaster for WNBT New York, NBC television station, has started a new series of sports broadcasts, "Sports Re-cap with Jack Lightcap," on NBC West Coast network.

**JAY CRUM,** member of the news staff of KOME Tulsa, Okla., has resigned to join American Airlines as public relations representative.

**DON HYDE,** former Navy man, has replaced **ALLEN JEFFRIES** as night news man at WOWO Fort Wayne, Ind. Mr. Jeffries has joined UP Indianapolis.

**KTBC** Austin, Tex., is adding on-the-farm interviews and programs to its farm news early morning period.

**ART LaTOURNEAU** has been named special events director of KIDO Boise, Idaho.

**FRANK THOMAS** has rejoined KFBC Cheyenne, Wyo., as head of news department following release from armed forces after year and a half overseas. He was stationed in Korea with First Engineer's Special Brigade.

**FRANK BALMERT Jr.,** announcer and farm editor of WPAY Portsmouth, Ohio, has resigned to obtain his Bachelor of Philosophy degree at Xavier U., Cincinnati.

**MOREY SHARK,** Denver News editor and commentator, has been named night editor and newscaster at KMYR Denver.

**HARRY R. SEDGWICK,** decorated for his production of Sixth Army radio programs, is new addition to newscasting staff of WCKY Cincinnati. His WCKY air name will be Dick Woods. Mr. Sedgwick, as second lieutenant, was executive radio officer for Gen. Walter Krueger and Sixth Army headquarters. Prior to war, he had been with KGDE WDAY WDGY.

**JOHN C. DUVALL,** news analyst of WFBL Syracuse, is the father of a girl.

**JIM HAYES** of KQW San Francisco news bureau staff is on leave of absence to study law.

**DON DWYER,** formerly with WGRC Louisville, Ky., joins news staff of KFNF Shenandoah, Iowa.

## Johnstown Local Begins With Guffey as Speaker

SEN. JOSEPH F. GUFFEY (D-Pa.) was principal speaker at the dedication program of WARD Johnstown, Pa., Aug. 13.

Charles Petrie, station manager, announced the new outlet is affiliated with CBS and has the service of World Broadcasting Co., United Fress and Victory Network for sports presentations. Robert G. Walter is program director, and Phillip Rischel will handle the control room. Station operates on 1490 kc with 250 w. Central Broadcasting Co. is licensee.

## Joskes Report Delayed

PUBLICATION of the NAB report "Radio for Retailers," based on the 1945 study of broadcast advertising for retailers conducted by NAB and Joskes of Texas, San Antonio department store, has been delayed by printing difficulties in Washington. To speed release the bulky document, first of a series, may be moved to another city though type has already been set, it was stated at NAB.

### KMOX Construction Begins

CONSTRUCTION work has started on new transmitter plant for KMOX, CBS owned station in St. Louis. New structure will be in Stallings, Ill., 10 miles northeast of St. Louis. Building is expected to be ready and in operation by November. Transmitter is 1946 model 50 HG Western Electric Co. 50-K type. An overall gain of 39% is anticipated increasing KMOX coverage from 28,000 to 39,000 square miles and will reach population of 2,713,614.

**MURRAY ARNOLD,** program director for WIP Philadelphia and holder of the Bronze Star Medal, has been given the Belgian Fourragere award for bravery under fire.

24 YEARS OF SERVICE

**24 YEARS OF SPECIAL EVENTS BROADCASTING — Suited to the Needs of the Great Northeast —**

. . . . Since the opening of WGY, nearly 25 years ago, the station has presented, in the public interest, programs commemorating area as well as national events . . . . Programs which have aided area civic projects . . . making the station an integral part of the "WGY Community" . . . . 33 counties in Eastern and Central New York and Western New England.

*Represented Nationally by NBC Spot Sales*

NBC — 24 Years of Service

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

WBNX

DAILY PROGRAMS IN

Italian Polish English Jewish German

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FINCH FACSIMILE TELEFAX MEANS

# PICTURES and WRITING

## *by Radio or Telephone*

**FINCH FACSIMILE TELEFAX GIVES** — to government, private business, public utilities and *individual homes* — a means of high-speed communication never before equalled for convenience, flexibility and dependability.

The two-way Telefaxer shown above — and now in production and use commercially — transmits and/or receives, by radio, 2760 square inches of pictures and text per hour or about 30,000 words — without one error! The speed by telephone reaches 918 square inches per hour. Definition is high and accuracy absolute.

The strong Finch patents assure to Finch customers the maximum of service, quality and protection. Write for full particulars.

**FINCH TELECOMMUNICATIONS, INC.** • **PASSAIC, N. J.**

**Address All Correspondence to Sales Office: 10 E. 40 St., New York 16, N. Y.**

Mfrs. also of the Finch Rocket Antenna for FM stations

finch *First in Facsimile*

## In the Public Interest

### Welfare Agency News

WINX Washington began a series of news programs Aug. 21 on activities of the 125 Community Chest agencies in the D. C. area called *Your Red Feather Reporter.* The weekly show presents Jack P. Houlihan of the Community Chest staff, who gives a weekly roundup of news of the agencies and interviews each week an authority in the field of welfare work.

* * *

### Gets Watermelons

THE BAPTIST Orphanage at Oklahoma City wound up with seven airplane loads of watermelons, thanks to aid by WKY that city. It all started when melon growers at Fairview, Okla., asked WKY Farm Reporter Ed Lemons to air a watermelon broadcast. Mr. Lemons said okay, but why not get state's Flying Farmers to bring some to the orphanage. They did, and occasion gave Mr. Lemons opportunity for another on-the-spot broadcast.

* * *

### Many Respond

WHEN an appeal for blood donors was made on 11:05 p. m. newscast of WDRC Hartford, Conn., to save life of a Marine from a local community, some 300 responses were received by Middletown (Conn.) Hospital.

* * *

### KALL Gets Out the Vote

BECAUSE of a lack of interest in Utah's poorly-contested primary elections of Aug. 20, KALL Salt Lake City ran a heavy schedule of get-out-the-vote spot announcements. Prepared with cooperation of the Junior Chamber of Commerce and American Veterans Committee, the spots tied in with all station promotion spots. After plugging a mystery program KALL added, "There's no mystery about good government. It's up to every citizen. Vote in Aug. 20 run-offs. Before November elections the station will present *Know Your Candidates Series.*

* * *

### KTUL Aids Housing

ONE-MINUTE spot announcements seeking living quarters for veterans have been a KTUL Tulsa, Okla., feature for several weeks, and are bringing good results, the station reports. Approximately six daily announcements are used, and KTUL turns over its listings to the Veterans Housing Agency. Writer of the spots is Bob Lawson, KTUL continuity man and former Army captain.

### CJBQ on Air

CJBQ Belleville, Ont., new 250 w station on 1230 kc, went on the air officially Aug. 15 with recorded greetings being aired as part of opening ceremonies from NBC Thesaurus, CKLW Windsor-Detroit; CFPL London, Ont.; CHOV Pembroke, Ont.; CKSF Cornwall, Ont.; Hastings, England, and special broadcasts being piped to station from CHEX Peterborough and CKWS Kingston, Ont. W. H. Stovin, former RCAF radar division officer, presided at ceremonies as manager of station.

## TECHNICAL

CAPT. W. G. H. FINCH, president of Finch Telecommunications, New York, maker of facsimile equipment, has been granted patent No. 2,404,571 covering new principle of a continuous synchronizing mechanism for keeping both facsimile transmitter and receiver in perfect synchronization, irrespective of power supplies used.

GERALD MOCH, after service with the armed forces, has returned to NBC engineering department in New York.

JOHN SWAFFORD is now chief engineer of KWBW Hutchinson, Kan.

ALLAN T. POWLEY, president of NABET, currently on the West Coast for a series of union meetings, returns to New York headquarters Aug. 26.

LOYD SIGMON, chief engineer of KMPC Hollywood, has been in Philadelphia for 10 days to supervise final engineering details and shipment of new 50,000 w transmitter.

W. G. RICHARDSON and J. E. HAYES, engineers of the CBC Montreal, were given awards of recognition for wartime services to the American Standards Assn. at a meeting at New York Aug. 15.

WALTER STILES, WARREN STEVENS, RONALD CARPENTER and NORMAN YOUNG, control engineers at WEEI Boston, and RALPH COWIE, transmitter engineer at that station, have purchased new Meissner 150-B shortwave transmitters and are operating on 20-meter amateur band. Respective calls are: W1OCS W1BME W1LBC W1HX W1RC.

SYLVANIA ELECTRIC PRODUCTS, Electronics Division, New York, has announced availability of compact all-icon crystal converters for use as first detectors in high frequency superheterodyne receivers. Crystals are preset in small cartridge measuring approximately ¾ inch by ¼ inch and of three types, designed for frequencies up to 10,000 mc.

MILT DANIEL, engineer of KIDO Boise, Idaho, is the father of a girl.

PAUL SCHAFER, after 2½ years in the Army, returns to WOWO Fort Wayne, Ind., as operator.

ALLIED RADIO Corp., Chicago, has announced new RMA-JAN Color Code Guide for radio and electronic type resistors. Rotating discs set correct colors corresponding to resistance values desired.

BOB JONES, formerly on engineering staff of WBBM Chicago, has been appointed assistant chief engineer of KCMJ Palm Springs, Calif., assisting DONALD McBAIN, co-owner and chief engineer.

### Books to Be Published

THREE men in radio will have books published next fall and winter by a new publishing firm, Summit Press, which has opened offices at 6 E. 45th St., New York. Jo Ranson and Richard Pack, directors of publicity at WHN New York and WOR New York, respectively, have collaborated on a history of American broadcasting, while Lewis Lane, head of NBC music research department, has written a book of stories and anecdotes about music and musicians.


"Here Comes Harmon"

Stellar new radio show, Starring TOM HARMON, All-American gridiron great, has been signed for

appel's

Men's and Boys' Store, by WINN in Louisville, Basic Station American Broadcasting Company.

*Harry McTigue*
*General Manager*

TOM D. HARMON
Fritz Crisler called Harmon "the greatest competitor in the history of football."

Quarter-hour, once weekly, open-end transcribed football feature . . . including predictions of probable game winners. 13 week series (commencing the week of September 23rd); includes the Bowl games. Markets are being signed up fast. Wire or phone collect today.

***a VICK KNIGHT package produced and distributed by***

Criterion RADIO FEATURES, INC.

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

# Only ONE other station can claim more listeners in the Cincinnati area than . . . . . WCPO

*From*
**C. E. HOOPER**
*Look!*

| July 1946 HOOPER INDEX | WCPO | STATION 'B' | STATION 'C' | STATION 'D' | STATION 'E' |
|---|---|---|---|---|---|
| *Total Rated Time Periods* | 25.7 | 14.1 | 16.1 | 13.4 | 30.2 |

| July 1946 HOOPER INDEX | WCPO | STATION 'B' | STATION 'C' | STATION 'D' | STATION 'E' |
|---|---|---|---|---|---|
| *Saturday Daytime* 8:00 a. m. - 6:00 p. m. | 42.5 | 18.4 | 20.7 | 5.2 | 13.2 |
| *Sunday Afternoon* 12:00 n. - 6:00 p. m. | 42.6 | 5.3 | 14.8 | 19.4 | 17.6 |
| *Evening* *Sunday thru Saturday* 6:00 p. m. - 10:30 p. m. | 23.5 | 12.7 | 16.8 | 12.3 | 34.3 |
| *Weekday Afternoons* *Monday thru Friday* 12:00 n. - 6:00 p. m. | 24.4 | 14.5 | 14.2 | 9.7 | 36.8 |
| *Weekday Mornings* *Mon. thru Fri. - 8 a. m.-12 n.* | 14.0 | 19.1 | 15.6 | 27.2 | 23.0 |
| TOTAL RATED TIME PERIODS | 25.7 | 14.1 | 16.1 | 13.4 | 30.2 |

From C. E. Hooper — *FIRST* in Cincinnati on week-ends.

From C. E. Hooper — right in front all evening.

From C. E. Hooper — look at this!

From C. E. Hooper — why WCPO speaks for itself!

There's a new note on the morning musical dial . . . on WCPO it's the Malcolm Richards' Show. Watch our Hooper grow!

Affiliated with The Cincinnati Post

**WCPO**
CINCINNATI'S NEWS STATION

REPRESENTED by THE BRANHAM CO.

# SERVICE

## STEPPED UP

## AT LOWER COST

FOR ALL AIR EXPRESS SHIPMENTS

**NOW!** THE LID IS OFF

More Planes, More Flights — For Everybody. Priorities No Longer Needed!

**More Planes** in service, more flights, more space available for all kinds of traffic! Bigger planes, swifter planes, faster air schedules on many runs!

*Every way you figure, Air Express service is stepped up to an all-time high at an all-time low in cost to the shipper.*

**Reduced Rates** (see table) include special pick-up and delivery between airport towns and cities. Rapid air-rail schedules to and from 23,000 other communities in this country.

**Foreign Service** direct by air to and from scores of foreign countries — the world's best service, in the world's best planes.

**Write Today** for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

| RATES CUT 22% SINCE 1943 (U. S. A.) | | | | | |
|---|---|---|---|---|---|
| AIR MILES | 2 lbs. | 5 lbs. | 25 lbs. | 40 lbs. | Over 40 lbs. Cents per lb. |
| 149 | $1.00 | $1.00 | $1.00 | $1.23 | 3.07¢ |
| 349 | 1.02 | 1.18 | 2.30 | 3.68 | 9.21¢ |
| 549 | 1.07 | 1.42 | 3.84 | 6.14 | 15.35¢ |
| 1049 | 1.17 | 1.98 | 7.68 | 12.28 | 30.70¢ |
| 2349 | 1.45 | 3.53 | 17.65 | 28.24 | 70.61¢ |
| Over 2350 | 1.47 | 3.68 | 18.42 | 29.47 | 73.68¢ |
| INTERNATIONAL RATES ALSO REDUCED | | | | | |

AIR EXPRESS

AIR EXPRESS — GETS THERE FIRST

**Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY**
**Representing the AIRLINES of the United States**


# PROMOTION

**ROBERT R. ALEXANDER**, former continuity chief at KTUL Tulsa, Okla., and with the copy department of WKY Oklahoma City, is now in charge of copy and sales promotion at KCRA Sacramento, Calif.

**BERT BRILLER**, former editor of the Mitchell Field (N. Y.) Beacon, GI paper, and recently returned from Mexico where he was roving correspondent for the International Digest, has joined WOR New York publicity department as writer-editor. Mr. Briller replaces **BETTE BENFIELD** who has joined Jay Thorpe, New York, as publicity director.

**DONALD GIESY**, former television editor of Tide Magazine, has been named publicity director on television staff of ABC.

**LESLYN BRADBURY**, receptionist at KERO Bakersfield, Calif., has been appointed director of publicity and promotion.

**MALCOLM WEST** is now promotion and publicity manager of KWBW Hutchinson, Kan.

**LAURA JOAN PREUSSER** of WOWO Fort Wayne, Ind., promotion department, and Albert Ewert, Butler U. student, have announced their engagement.

**MARY ANN SAVAGE** joins promotion department of WCOP Boston to work on merchandising. She succeeds **CONNIE PHILLIPS**, who resigns to be married.

**FLORENCE ALICE FISHER**, formerly of the transcription department of WEEI Boston, has joined the mail and mimeo section at CBS New York to handle Arthur Godfrey fan correspondence.

### WIZE Teaser

TEASER campaign built around letters "P. S.", has been conducted by WIZE Springfield, Ohio, during past month. Explanation, when finally revealed, stated that P. S., when identified with WIZE, means "Promotes Springfield." P. S. during month appeared on station breaks, 20 billboards, 25 photo newsstands, 250 grocery and druggists briefs and 2,000 postcards sent to prominent people and organizations. Campaign has shown ways in which station serves its community.

### KYW Day

KYW Philadelphia Aug. 21 staged "KYW Day" at Willow Run Park, near-Philadelphia amusement area. Station talent, orchestra, news and sports personalities will be paraded in special area. Contests are planned using sponsors' products as prizes. Extensive mutual advertising promotion is being used by both station and park. Free and reduced-price tickets to rides and amusements are available to listeners who write to KYW.

### FM Introduction

REVERE PUBLISHING Co., Alliance, Ohio, permittee of new FM outlet WFAH that city, has issued introductory promotion folder, and rate card, titled "Features That Will Make WFAH Your Favorite Radio Station." Statements of policy, explanations of FM advantages and other details are included. Granted its CP in early August, station construction will commence in early October. WFAH is Class A station, assigned 104.7 mc with 250 w.

### Program Cards

WIBC Indianapolis, at suggestion of I. M. Hoagland, Indianapolis manager of Armour & Co., had 1,200 cards printed publicizing the station's "Cooking School for Brides." Armour salesmen are distributing cards through meat retailers.

### Book Matches

WPTF Raleigh, N. C., will distribute 500,000 books of matches during the fall and winter as part of program promotion campaign.

### WOWO Posters

WITH around 500 lakes in Fort Wayne, Ind., area, WOWO that city is using fishing opportunities as promotion angle for ABC sporting program, "Fishing and Hunting Club of the Air." Posters are being placed by WOWO in resort hotel lobbies, boat houses, sports goods stores and general stores in the lake areas. Posters present photos of fishing experts and details of radio show.

### KPAC Draws Notice

USE of BMB symbol by KPAC Port Arthur in a July 8 BROADCASTING Magazine advertisement, drew attention of Hugh Feltis, BMB president, as first such employment by a member station. Mr. Feltis, in letter to KPAC, stated reprints of the page bearing the ad were being distributed to BMB board of directors and technical committee members.

### Sidewalk Lookers News

PROGRESS of construction work on new KEX Portland, Ore., facilities, is reported to agency, station and other contacts of the Westinghouse outlet in a promotion letter about activities of the "local local of the Brotherhood of Momentarily Unemployed Passersby, subsidiary of the National Association of Sidewalk Foremen."

### WMT Brochure

BROCHURE on the National Clear Plowing Contest sponsored this spring by WMT Cedar Rapids, Iowa, is being prepared by the station. Title is "Traffic Jam in the Corn Fields." Commendations received by WMT on event are included along with photos and details.

### 'Vox Pop' History

OVERSIZE promotion brochure has been prepared by CBS to illustrate and chronicle history of "Vox Pop," on air since 1932. Program cast is introduced and highlights of past activities are illustrated. War effort broadcast locations 1940-1945 are listed.

### House Organ

FAN magazine, "The KXOK Listner," now is being published monthly by that St. Louis station as house organ. Station and ABC personalities, programs, fashion hints and news is presented. First issue was mailed this month. Program schedule is included.

### WRVA Provides Mats

NEWSPAPER mats, featuring photos and stories of local interest in which WRVA Richmond, Va., figures, are being mailed regularly by the station to weekly papers in the area. WRVA states usage to date is about 75%.

### Availability Announced

PRESENTATION announcing availability of new transcribed farm series, "Agricultural Washington," has been mailed to the trade by Farm Radio Productions, Washington firm originating and producing series to be ready in latter September.

### KLZ Folder

FOLDER titled "Hear Ye, Hear Ye" and picturing town crier is used by KLZ Denver as promotion for station's news reporting and facilities. Coverage methods are described.

### Drug Trade Letter

KEX Portland, Ore., is sending a bi-weekly newsletter containing drug trade news and KEX advertising programs to the 200 druggists in Portland.

## Song Catalog

A LOOSE-LEAF reference book of popular songs 1874-1945 has been compiled by David Silverman, music librarian of WJR Detroit. Included are the most popular standard tunes, 35 alltime best sellers, great singers, songs of the mechanical era and a composers-author index. Mr. Silverman spent four years working up his data.

DOUBLE HALF WAVE 915-foot Franklin Type antenna of WKY Oklahoma City was designed by Glenn D. Gillett (left), Washington radio engineer, four years ago. Then he went to war. He saw it for the first time a few days ago. At right is P. A. Sugg, WKY manager. Tower is second tallest in the nation.

## WNAR Norristown, Pa., Begins Program Tests

WNAR Norristown, Pa., new station on 1110 kc with 500 w daytime, began program testing Aug. 16, H. A. Seville, general manager, announced. Schedule runs from 6 a.m. to 8 p.m.

Staff includes: Chuck Whittier, program director; Ken Beghold, production manager; Jackie Greco, traffic manager; George H. Brewer, chief engineer; William Bentz and John Thomas, engineers, and Hal Berg and Don Shea, announcers. Licensee is Rahall Broadcasting Co., also the permittee of WWNR Beckley, W. Va., and connected with the Allentown Broadcasting Co.

## *WNYC AIRS CANDID THEATRE PROGRAM*

A RECORDING of an actual summer theatre rehearsal was to be presented on Aug. 25 on WNYC New York, in a *Straw Hat Documentary* program. The station set up microphones at the dress rehearsal of "Burlesque" at the Greenwich Playhouse, Greenwich, Conn., where Gus Schirmer is directing Bert Lahr and Arline Francis in the play.

The cast went through rehearsal and everything that went on during the run-through was recorded, including stage direction, asides, criticism and comments, with the actors oblivious to the mikes. In addition Bert Lahr, Arline Francis, Gus Schirmer, Stewart Ewing, producer, and Bob Sylvester, New York *Daily News* drama critic, were interviewed.

This new stereophonic pick-up was used to make these recordings by the Fairchild Portable Recording Co. New pick-up gives listeners the same perspective as sitting in the audience during the actual performance.

## FCC Lumps Three Requests Together

### Non-Conflicting Applicant Opposes Procedure

FCC'S ISSUES in the Arlington-Silver Spring case, in which a non-conflicting application was set for hearing with two mutually exclusive requests, formally call for the Commission to decide which two applicants are better qualified and which frequency each should get. The hearing is now set for Sept. 24.

FCC has not yet, however, acted upon the petition of the non-conflicting applicant, Tri-Suburban Broadcasting Corp., which challenges the procedure as precedent for a policy which would retard establishment of new stations if similarly applied throughout the U. S. [BROADCASTING, Aug. 12].

The case involves Tri-Suburban's application for 1050 kc at Silver Spring, Md. and those of United Broadcasting Co. and Arlington-Fairfax Broadcasting Co. for 1390 kc at Silver Spring and nearby Arlington, Va., respectively. The latter two, mutually exclusive, were designated July 18 for consolidated hearing. Tri-Suburban's was added Aug. 1.

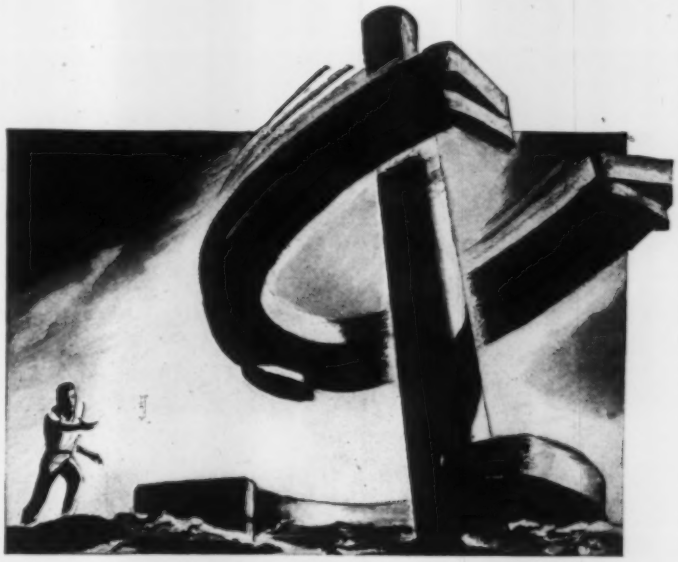
FCC sources reported at that time that a majority of the Commission—the vote was 3-to-2—felt that the two better qualified applicants for the two frequencies should be chosen after a comparative examination of all three. Similar policy has been followed in some cases in the past, they said, particularly where 250-w locals were involved.

Tri-Suburban argued in its petition that it knew of no such policy since normal licensing was resumed last October, and cited specific instances in which it has not been followed. The company asked reconsideration and grant of its application, asserting that its qualifications as a licensee had been passed upon when it received an FM grant.

Issues of the case, available last week, included the usual considerations, with this added: "To determine on a comparative basis which, if any, of the applications . . . should be granted and which of the frequencies, 1390 kc or 1050 kc, should be assigned to the successful applicant or applicants."

Tri-Suburban is controlled by John W. Kluge, formerly with a wholesale paper company (54%), and Joseph L. Brechner, Veterans Administration radio director (27%). Richard Eaton, publisher of *Newsdigest* and Mutual commentator, owns United (99%), while a group of local businessmen own Arlington-Fairfax. All three seek daytime-only operation with 1 kw.

JOSEPH A. ECCLESINE, formerly with Advertising Council, New York, and the Treasury Dept., Washington, has joined the promotion department of Time Magazine, New York. Before his association with the Treasury, Mr. Ecclesine was with OWI, previously was NBC network sales promotion manager.

# CONTROL!

**Only MOTION PICTURES give you Control—**
**Showmanship Control**
**—vital on TELEVISION programs**

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
A. *FILM!*

Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
A. *FILM!*

Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
A. *FILM!*

***In TELEVISION...FILM removes the question mark!***

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

# RKO TELEVISION CORPORATION

Dept. BG5
1270 Avenue of the Americas, N.Y. 20, N.Y.
*A Radio-Keith-Orpheum Corporation Subsidiary*

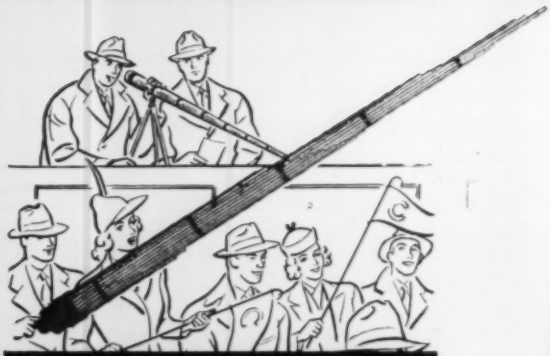
*Copyright U. S. Pat. Off.

# Why this team sets the p

**1877:** Grand-daddy of all microphones was Alexander Graham Bell's box telephone, into which Thomas A. Watson shouted and sang in the first intercity demonstrations of the infant art of telephony.

**1920:** Telephone scientists developed the first successful commercial mike—the double carbon button air-damped type. Used first in public address systems, it later became the early symbol of broadcasting.

**1921:** The condensor microphone, designed by Bell Laboratories for sound measurement in 1916, entered the public address and broadcasting fields. It provided a wide frequency range and reduced distortion.



**1937:** The Western Electric "Machine Gun" mike does for sound pick-up what the telephoto lens does for photography. Sharply directional, this microphone makes sound "close-ups" at unusually long range.

**1938:** Cardioid directional microphone, with ribbon and dynamic elements, was the first mike ever to combine 3 pick-up patterns in one instrument. The later 639B, with 6 patterns, is also one of the finest all-purpose mikes ever made.

Distributed by GraybaR ELECTRIC COMPANY

GraybaR Since 1869 *REG. U.S. PAT. OFF.

IN OVER 90 PRINCIPAL CITIES

# e pace in Microphone Development

1931: Bell Telephone Laboratories developed the Western Electric moving coil or dynamic microphone. The first of its kind, it was rugged, noiseless, compact, and needed no polarizing energy. Many are still in use.

1935: The first non-directional mike — the famous Western Electric 8-Ball, designed by Bell Laboratories. Small, spherical, it provided top quality single mike pick-up of speech or music from every direction.

1936: Directional with slide-on baffle, non-directional without it, the Western Electric Salt Shaker gave highest quality pick-up at new low cost. Widely used in studios and remotes as well as in high quality sound distribution.

1946: No larger in diameter than a quarter, the 640 Double-A condenser mike (shown with associated amplifier) is ideal for single mike high fidelity pick-ups. It was originally designed as a laboratory test instrument.

What is a microphone? Fundamentally it's a device which converts sound into electrical energy—just what Bell's original telephone did for the first time away back in the seventies.

Today's Western Electric mikes—the Salt Shaker, Cardioid and 640 Double-A—are a far cry from the first crude, close-talking telephone transmitter. But they're its direct descendants.

Year after year, Bell Telephone scientists—through continuing research—have developed finer and finer telephones and microphones.

Year after year, Western Electric has manufactured these instruments, building quality into each one.

Together these teammates have been responsible for almost every important advance in microphone development.

Whether you want a single mike, a complete broadcasting station, or radio telephone equipment for use on land, at sea or in the air, here's the point to remember:

If Bell Telephone Laboratories designed it and Western Electric made it, you can be sure there's nothing finer.

**BELL TELEPHONE LABORATORIES**

*World's largest organization devoted exclusively to research and development in all phases of electrical communications.*

**Western Electric**

*Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.*

KROW

*is*

TOPS!

—in summer night time audience

"Facts Consolidated", in a recent survey, found that KROW's summer night time audience rating in Oakland and Berkeley was 9.8—well over TWICE the rating of the top network station, and almost eight times the rating of a leading San Francisco independent station. Isn't that something to KROW about?

KROW

RADIO CENTER BLDG., OAKLAND 12, CALIF.

*National Representatives*
Radio Advertising Company

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Holliagbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET


## Canadian Business

*(Continued from page 18)*

tions had a considerable slice of revenue from government-sponsored programs. These have now dropped off and while some will continue in the autumn, they will not be on a small scale. Nevertheless income of stations—even smaller ones— has suffered little, for enough national, regional and local spot announcement and five, ten and fifteen-minute programs have been booked to offset the drop in government sponsored business. This trend is continuing this autumn, judging by bookings of station representatives.

Government advertising this fall and winter will consist of a five minute *Household Counsellor* network show five days weekly for Wartime Prices & Trade Board, a Dept. of Agriculture network program *This Hungry World* once weekly, a five-week campaign for the Canada Savings Bond Drive in October and November by the Dept. of Finance, as well as a number of spot campaigns for veterans housing, coal and other commodities still in short supply.

The larger advertising agencies report a number of radio accounts this autumn that have been absent several years. Canada has just been through a series of strikes corresponding to those in the United States earlier this year. Strikes in steel, rubber, soda ash, textile and a number of other basic industries are not yet concluded. As soon as production can be developed, these potential radio advertisers will be ready with programs, with others to follow as supplies of retailers increase.

### Returning to Radio

While the more pessimistic attribute any losses to radio advertising this autumn to the fact that during recent years advertisers turned to radio because space was scarce in other media, nevertheless the return of advertisers to the air shows that the trend is still toward radio. General Foods, for instance, has been off the air in Canada for some time, taking all its imported American networks off in 1945. Last spring it started test spot announcements, and is expanding this autumn. The English firm selling Lyon's tea, which has had programs on a few stations, is adding to the list of stations with a half-hour weekly show.

Maple Leaf Milling Co., which has had a network show in recent years, is changing to a heavier spot campaign with five and ten-minute transcribed programs on a large number of stations. Quaker Oats is starting a new transcribed program *Two Ton Baker* on 18 Canadian stations three to five time weekly. In Ontario two Toronto dailies have started big spot announcement campaigns, the *Toronto Globe & Mail* and the *Toronto Daily Star*.

Henry K. Wampole Co. (proprietary), off the air several years, is back this autumn with spot announcements twice weekly on 31 stations. McCormick's Ltd. (biscuits), plans to resume radio this autumn. A large food canning company, off the air several years, is planning a large campaign for eastern Canada.

OLD AND NEW presidents of Western Association of Broadcasters at Harrison Hot Springs, B. C., are G.R.A. Rice (l), owner of CFRN Edmonton, Alberta, retiring president, and his successor, A. M. Cairns, manager of CFAC Calgary, Alberta.

Transcription sales in Canada are up for the coming season. A number of new companies handling transcribed shows are in the field this year, increasing competition. Food accounts especially have bought large numbers of transcriptions. Many of these are American importations, although a number of new Canadian transcribed programs have been developed to keep Canadian talent in Canada. Such Canadian shows are also being sold in the United States. Newest of these productions is the All-Canada Radio Facilities program *Reflections*, a top Canadian musical talent program. Among advertisers buying transcribed programs for use on a large number of Canadian and Newfoundland stations are G. E. Barbour Co., St. Johns, N. B. (tea, coffee); Geo. Weston Ltd., Toronto, (biscuits and bread); Western Canada Flour Mills, Toronto; Supertest Petroleum Corp., London, Ont. (oil and gasoline); Kellogg Co. of Canada, London, Ont.; H. F. Stanfield, St. John, N. B. (clothing); Byers Flour Mills, Camrose, Alta.

### American Branches

An interesting development since the end of the war is the increase in the number of Canadian offices of American advertising agencies, now ten in number. These have been opened to improve service for Canadian branch plants of American companies. Trend of these agencies is to adapt American advertising to Canadian tastes and customs, or to use Canadian advertising entirely for such accounts. They have also brought new accounts to Canada, such as Noxzema Chemical Co. of Canada, Toronto. Until this fall Noxzema had used spot announcements in Canada. Sept. 7 it starts a network show *Mayor of the Town* on 27 Dominion network stations, through Ruthrauff & Ryan, Toronto.

Use of Canadian advertising by these agencies is best shown in continuation of government wartime network shows, such as *George's Wife* for Whitehall Pharmacal, Walkerville, Ont., through Young & Rubicam, Toronto, on 28 Trans-Canada stations thrice-weekly, and *They Tell Me* thrice-weekly on 30 Trans-Canada stations for Robin Hood Flour Mills, Montreal, through Young & Rubicam, Montreal.

The overall picture of Canadian broadcasting this autumn is good, with little drop from wartime high level, and with every prospect of reaching new highs as production of peacetime consumer goods hits its stride after settlement of strikes and easing of shortages of materials and parts for manufacturing. The industry looks forward to continuing prosperity.

## *CBC FISCAL REPORT WILL SHOW DEFICIT*

TENTATIVE annual statement of the Canadian Broadcasting Corp. for the fiscal year April 1, 1945-March 31, 1946, shows an operating deficit of $78,425 before providing for depreciation and obsolescence. Statement was filed with the Parliamentary Radio Committee, Ottawa, will not be official until filed in the House of Commons by Minister J. J. McCann.

Statement shows income of $6,132,263, made up of $3,773,284 from annual listener license fees and license fees paid by private broadcasting stations, $1,683,838 from commercial broadcasting, $68,440 from miscellaneous sources, and $606,699 from the Canadian government for operation of the international shortwave station at Sackville, N. B.

Expenses total $6,210,689, made up of $2,939,375 for programs, $1,160,674 for engineering, $971,441 for wire lines, $285,301 for administration, $145,183 for press and information services, $130,903 for operation of commercial department, $577,809 for operation of the international shortwave service.

Balance sheet shows total assets of $3,822,488, as against current liabilities of $1,922,571 and capital surplus, reserve for renewals and replacements, and operating surplus from previous years of $1,909,917.

## Sherwood Book

LORRAINE SHERWOOD'S story of "Old Abe," the American eagle that went to war as mascot of the Eighth Wisconsin Regiment in the Civil War, first told on Miss Sherwood's *Let's Go* Saturday morning program on WOR New York, has been published in book form by Charles Scribner's Sons, New York ($1.50). Attractively illustrated by Katherine Milhous, the volume should be a juvenile best seller.

# "DON'T WORRY, DEAR, A NERN STATION SAID THAT YOUR NEW SHOES WERE WATERPROOF."

**She might have added for his benefit that her new lipstick was waterproof too. For when a NERN station tells a woman about clothes or cosmetics, every claim made for the advertised article is accepted enthusiastically—and remembered. So, if her boy friend's shoes are waterproof, naturally he's not going to get his feet wet.**

**NERN STATIONS**

| | Frequency | Watts | |
|---|---|---|---|
| WBZ | 1030 | 50,000 | Boston, Mass. |
| WCSH | 970 | 5,000 | Portland, Maine |
| WJAR | 920 | 5,000 | Providence, R. I. |
| WLBZ | 620 | 5,000 | Bangor, Maine |
| WRDO | 1400 | 250 | Augusta, Maine |
| WTIC | 1080 | 50,000 | Hartford, Conn. |

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

**NERN COVERAGE**

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

**Nationally represented by**
**WEED & COMPANY**
**New York Boston Chicago Atlanta Detroit**
**San Francisco Hollywood**

*'WHEN YOU BUY NERN YOU BUY A NETWORK'*

# nern

*HARTFORD, CONNECTICUT*

THE VOICE OF MISSISSIPPI
WJDX
1,000 N
5,000 D
JACKSON
N.B.C.

**MISSISSIPPI RADIO FAMILY GAINS TOP ALL**

From 1940 to 1946 the percentage of Mississippi families with radio sets showed an increase of almost 100 per cent.* This gain—highest of any state — indicates Mississippi's rapidly expanding buying power. Alert advertisers will be the first to get their sales message to these new listeners.

WJDX — the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

* BMB Bulletin

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

*The Nunn Stations*
SERVE AND SELL IN
GROWING
**5 MARKETS**
- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

**GILLETTE SAFETY RAZOR Co.**, Boston, Sept. 14 on ABC 4:30-5 p.m. will sponsor broadcast of 46th Amateur Championship of the U. S. Golf Assn. from the Baltusrol Golf Club in Springfield, N. J. Agency for Gillette is Maxon Inc., New York.

**ROYAL HEATERS**, Alhambra, Calif. (gas furnaces, evaporative coolers), has appointed Ruthrauff & Ryan, Hollywood, to handle advertising. Firm will use spot radio.

**CHUNK-E-NUT PRODUCTS Co.**, Philadelphia and Pittsburgh (Chunk-E-Nut Peanut Butter and other nut products), has appointed Joseph Katz Co., New York, to handle its advertising. Radio will be used.

**SALING OPERATORS Co.**, Los Angeles (Veta-Nae Products), has appointed M. Andre Adv., Los Angeles, to handle advertising. Composers of Hollywood, Hollywood (music publishing), has also appointed that agency to handle advertising. Both accounts will use radio in fall.

**CAMPBELL ENTERPRISES**, Los Angeles (sports promoter), has appointed Charles M. Stahl Adv., Los Angeles, to handle advertising. Regional spot radio is being used, with expansion planned.

**NEERCO Corp.**, Los Angeles (automotive accessory manufacturer), has appointed A. James Rouse Co., Los Angeles, to handle advertising. Radio will be used.

**CALIFORNIA ALMOND GROWERS Exchange**, Sacramento, Calif. (cooperative), will start an extensive national advertising campaign in October, placing through McCann-Erickson, San Francisco. Spot and participation radio will be used.

**THE BEST FOODS**, New York, at its semi-annual meeting last week at the Park Lane Hotel, New York, previewed fall and winter advertising campaigns. Local radio spot announcements will start in October for H-O Oats, Presto Self Rising Cake Flour and Cream Enriched Farina. Benton & Bowles, New York, is agency handling Best Foods.

**CHESTER H. ROTH Co.**, New York (Esquire line of men's hosiery), has appointed Young & Rubicam, New York, to handle its first consumer advertising program ever conducted in the 20-year history of company. Campaign may include radio.

**JOSEPH M. KLEIN**, New York, men's clothier, has appointed Guerin-Salzman Co., New York, to handle advertising. Radio will be used.

**OLIAN Adv.**, Chicago, has been appointed to handle national advertising for Oshkosh Trunks and Luggage, Oshkosh, Wis. **SAMUEL D. PLOTKIN** has been appointed advertising director for the Oshkosh company.

**KAY DAUMIT Inc.**, Chicago (cosmetics), which begins sponsorship of 8-8:15 a.m. (CDT) segment of Don McNeill's "Breakfast Club" over ABC (Lustre-Creme), has announced the appointment of H. M. Gross & Co., Chicago, to direct advertising for Forever Amber perfumes and cologne. Hill Blackett Co., Chicago, is agency for Lustre-Creme.

**OFFICE APPLIANCE Co.**, San Francisco, has appointed Ad Fried Adv., Oakland, Calif., as agency. Radio is contemplated.

**MASTIC ACRES**, Long Island, N. Y. (Real estate development), has appointed Sidney Ascher Assoc, New York, to handle promotion and publicity. Firm is using radio [BROADCASTING, July 29].

**ANDERSON PRICHARD OIL CORP.**, Oaklahoma City, is to sponsor 11-game 1946 schedule of Oklahoma A & M football broadcasts on WKY Oklahoma City. Play-by-play will be handled by Cy Casper with Bruce Palmer handling color.

**WILSON PRODUCTS Co.**, (foods), Lovinger Disinfectant Co. (DDT products) and Paramount Beauty Supply Co., all Salt Lake City, have appointed Cooper & Crowe, that city, as advertising agency. Radio will be used.

**G. T. FULFORD Ltd.**, Toronto (proprietary) is starting spot announcements on 15 Ontario and Quebec stations. Agency is Street & Finney, New York.

**TEMPLETONS Ltd.**, Toronto (proprietary), has started transcribed programs on 58 Canadian stations. F. H. Hayhurst Co., Toronto, handles account.

**NATIONAL ELECTRIC MFG. Co.**, Toronto, has appointed Albert Jarvis Ltd., Toronto, as agency. Consumer advertising plans are under discussion.

**LUTHERAN LAYMEN'S LEAGUE** of the Missouri Synod has added the "Lutheran Hour" to KZPI Philippine Islands, starting in the middle of September, in addition to sponsoring the program on KZRH Philippine Islands. Contracts placed by Gotham Adv., New York, run for 52 weeks. It is understood that the "Lutheran Hour" may soon be heard on Radio Andorra and a Shanghai station.

# SPONSORS

**W. K. BUCKLEY Ltd.**, Toronto (proprietary), Oct. 15 starts dramatized one minute spot announcement campaign on 55 Canadian stations and quarter-hour transcribed programs on five major market stations. Agency is Grant Adv. of Canada, Toronto.

**TORONTO DAILY STAR**, Toronto (daily newspaper), has started spot announcements on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

**DRUG TRADING Co.**, Toronto (chain), has started a quiz show on a number of Ontario stations. Agency is J. J. Gibbons Ltd., Toronto.

**SWIFT CANADIAN Co.**, Toronto (cleanser), is expanding spot announcement campaign on a number of Canadian stations. Agency is McConnell Eastman Co., Toronto.

**SHIRRIFF'S**, Toronto (food products) Aug. 27 starts "Shirriff's Fun Parade" on CFRB Toronto with recording of program on CKRC CFCN CFCF CKWX CFCY CKCO. Agency is Cockfield Brown & Co., Toronto.

**GLOBE AND MAIL**, Toronto (daily newspaper), starts in September spot announcements on Ontario stations. Agency is Harry E. Foster Agencies, Toronto.

**SUPERTEST PETROLEUM CORP.**, Toronto, has started weekly transcribed "Frank Parker Show" on 15 eastern Canadian stations. Agency is Harry E. Foster Agencies, Toronto.

**BYERS FLOUR MILLS**, Camrose, Alta. (cereal), starts in October transcribed program "Lightnin' Jim" weekly on 11 western Canadian stations. Account placed direct.

**QUAKER OATS Co.**, Peterborough, Ont. (Quaker oats and Aunt Jemima products), Oct. 7 starts three to five weekly quarter-hour transcribed program "Tweet Ton Baker" on 18 Canadian stations. Agency is Spitzer & Mills, Toronto.

**MAPLE LEAF MILLING Co.**, Toronto (flour), plans large campaign of spot announcements, 5 and 10 minute transcribed programs on a large number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

**MILES LABS.**, Toronto (Alka-Seltzer) is starting a spot announcement campaign on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

## NETWORK ACCOUNTS

THE Christian Science Publishing Society, Boston, Sept. 5 for 39 weeks starts "The Christian Science Monitor Views the News" on ABC, Thurs. 8:15-8:30 p.m. Agency: H. B. Humphrey Co., Boston.

BRITISH AMERICAN OIL Co., Toronto, Sept. 26 starts "Pierre Dagenais" on six French network stations, Thurs. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

YORK KNITTING MILLS, Toronto, Nov. 3 starts "Singing Stars" on 26 Trans-Canada network stations, Sun. 5:30-6 p.m. Agency: Cockfield Brown & Co., Toronto.

GILLETTE SAFETY RAZOR Co., Montreal, Sept. 6 starts for one year "Championship Fights" on 35 Dominion network stations, Fri. 10-11 p.m. Agency: MacLaren Adv., Toronto.

IMPERIAL OIL Co., Toronto, Oct. 19 starts hockey broadcasts on 43 Trans-Canada network stations, Sat. 9:05-10:30 p.m. (EST). Agency: MacLaren Adv. Toronto.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive products), Oct. 19 starts "Wes McKnight Sportscast" on 20 Trans-Canada network stations, Sat. 6:45-7 p.m. (EST). Agency: McConnell, Eastman & Co., Toronto.

BRISTOL MYERS Co., Montreal (Minit Rub and Vitalis), Oct. 2 starts "Duffy's Tavern" on 29 Dominion network stations, Wed. 9-9:30 p.m. (EST). Agency: Ronalds Adv. Co., Montreal.

UNDERWOOD Ltd., Toronto (office equipment), Oct. 6 starts "Underwood Recital" on 10 mid-eastern Dominion network stations, Sun. 1:30-2 p.m. Agency J. J. Gibbons Ltd., Toronto.

### Renewal Accounts

THE CREAM OF WHEAT Corp., Minneapolis, Sept. 21 for 52 weeks renews "Let's Pretend" on CBS, Sat. 11:05-11:30 a.m. Agency: BBDO Minneapolis.

MILES LABS., Elkhart, Ind., Sept. 30 renews sponsorship of "Lum 'n Abner" on 135 ABC stations, Mon. through Thurs. 8-8:15 p.m. Agency: Wade Adv., Chicago.

MOTHER PARKER'S TEA Co., Toronto, Sept. 4 renews until May 3 "Musical Mysteries" on six Ontario stations, Sat. 7:30-8 p.m. Agency: A. J. Denne & Co., Toronto.

SWIFT CANADIAN Co., Toronto (meats), Nov. 4 renews to Aug. 1 "Courier Confidences" on three CBC French network stations, Mon.-Fri. 10:15-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

ROBIN HOOD FLOUR MILLS, Montreal (cereals), renewed Aug. 22 for 39 weeks "Les Talents de Chez Nous" on eight French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (wax), Sept. 16 renews 'til Dec. 9 "Je Suis-je" on six CBC French network stations, Mon. 8:30-9 p.m. Agency: Vickers & Benson, Toronto.

McCOLL FRONTENAC OIL Co., Montreal, Sept. 11 renews to Dec. 4 "Mosaique Musicale" on 11 French network stations Wed. 8:30-9 p.m. Agency: Ronalds Adv., Montreal.

HUDSON BAY Co., Winnipeg (tea and coffee), Sept. 9 renews to June 30 "Rhythm and Romance" on 10 western Trans-Canada network stations, Mon. 8:45-9 p.m. Agency: Cockfield Brown & Co., Winnipeg.

### Net Changes

WHITEHALL PHARMACAL Co., New York (Kolynos), Sept. 5 for five weeks takes hiatus in "Ellery Queen" program on CBS, Wed. 7:30-8 p.m. Program returns to CBS Oct. 9. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

IMPERIAL TOBACCO Co., Montreal (Sweet Cap cigarettes), Sept. 20 changes "Sweet Cap Summer Show" on 36 Dominion network stations from Fri. 9:30-10 p.m. to 9-9:30 p.m. and Oct. 4 changes summer show to "Light Up and Listen." Agency: Whitehall Broadcasting, Montreal.

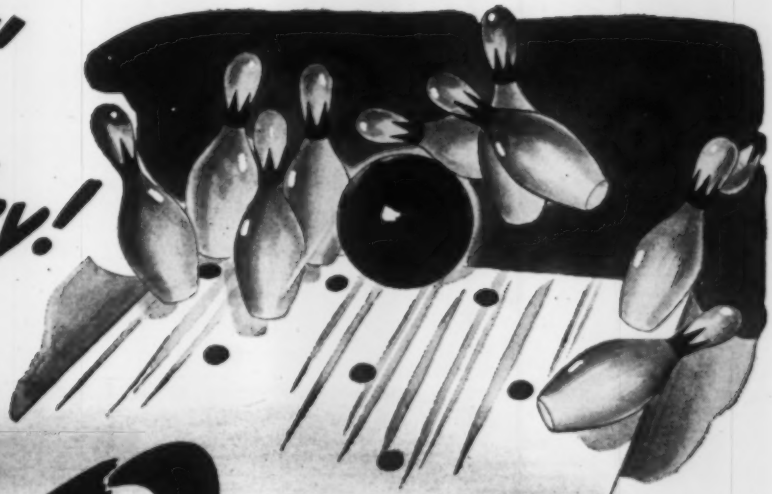
COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shavecream, Cue dentifirice), Sept. 7 changes "Share The Wealth" on 26 Trans-Canada stations, from Sat. 8-8:30 p.m. to 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

HUNT'S FOODS, Los Angeles (canned foods), Sept. 9 for 52 weeks renews "What's Doin', Ladies," on 21 ABC Pacific and Mountain stations, Mon.-Fri. 2-2:25 p.m. (PST). Agency: Young & Rubicam, Hollywood.

### First Fall Meet

FIRST FALL LUNCHEON meeting of Toronto Radio Executives Club was held Aug. 14 with Harry Dawson, engineer, and Joseph Sedgewick, counsel, of the Canadian Association of Broadcasters, discussing position of independent broadcasting stations as presented to Parliamentary Radio Committee. Jim Knox of Ruthrauff & Ryan, Toronto, presided as president of the organization.

# "RIGHT" Down the Alley!



# 590 means Coverage!

AT 590 KC.

WOW, using, 5000 watts on a frequency of 590, is in an area where ground conductivity is nearly perfect. It can be heard at a distance of nearly 200 miles from Omaha, in any direction.

WOW NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES

AT *1100 KC. — 90,000 WATTS WOULD BE NEEDED

AT *1300 KC. — 190,000 WATTS WOULD BE NEEDED

AT *1500 KC. — 420,000 WATTS WOULD BE NEEDED

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.

**IT'S A FACT** The chart above, based on computations by competent engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW's ½ millivolt contour has been established at nearly 200 miles from Omaha.

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

★These frequencies are approximately those of other full-time stations in the Omaha area.

# SERVICE DIRECTORY

**FREQUENCY MEASURING SERVICE**
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

*The*
Robert L. Kaufman
*Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
*Radio Towers*
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
*3318 Kenmore Ave., Dayton 10, Ohio*
*Phone—Kenmore 6233*

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D. C. Res.—Alex. 6957

*Complete* Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 827 - 14th Street, N. W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nester 9601

RADIO ENGINEERING CO.
*Consultants*
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
*Write For Details*
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

* VACANCY
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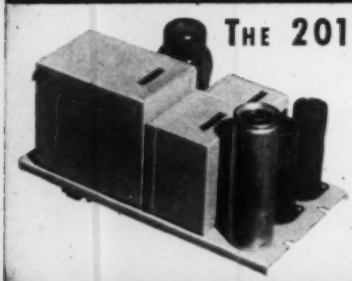

THE 201 SERIES RECTIFIERS
The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

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# ACTIONS OF THE FCC

AUGUST 16 to AUGUST 22

## Decisions . . .

AUGUST 20
BY ADMINISTRATIVE BOARD

**WDAR Savannah, Ga.**—Granted modification of CP, which authorized a new station, to change type of transmitter to W.E. 451-A-1, for approval of antenna and approval of transmitter location just east of intersections of Hull St. and Perry St. with Shiele St., Savannah. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

**WMRP Flint, Mich.**—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location on Dort Highway and Lapeer Road, Flint, and change studio location to 573 Mary St., Flint. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of Commission's rules; conditions.

**WNOC Norwich, Conn.**—Granted modification of CP which authorized a new station, to change type of transmitter to W.E. 350-C, modified, for approval of antenna and approval of transmitter location at Lucas Park Drive, Thamesville, Conn. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

**WHUM Reading, Pa.**—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Hill location 0.2 miles west of Schuylkill River, adjacent to downtown area, Reading, and Berkshire Hotel, 5th and Washington, Reading, respectively. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

BY COMMISSIONER WALKER

**Idaho Falls Bcstg. Co., Idaho Falls, Ida.; Eastern Idaho Bcstg. & Television Co., Idaho Falls, Ida.**—Ordered that the consolidated hearing scheduled for Sept. 18 at Idaho Falls, be removed from Idaho Falls to Washington, to be held on the same date.

AUGUST 20
BY COMMISSION
Petition

**WQXR New York; KMPC Bakersfield, Calif.**—Adopted an order denying petitions filed by WQXR and KMPC for review of the Commission's decision denying their petitions for reconsideration directed against the Commission's grant of March 7, 1946, of application of Washita Valley Bcstg. Corp., Chickasha, Okla., and to rescind final order. Also adopted an order denying petitions of WQXR and KMPC requesting the Commission to postpone effective date of its decision and order adopted Aug. 1, 1946, denying their petitions for reconsideration directed against the grant without hearing on March 7 of application of Washita Valley Bcstg. Corp. and affirming said grant.

BY ADMINISTRATIVE BOARD

**WABK Area of New York City.**—Granted license to cover CP for a new relay station.

**KPDR Alexandria, La.**—Granted license to cover CP for a new station to operate on 1490 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

**WTVL Waterville, Me.**—Granted license to cover CP authorizing a new station to operate on 1490 kc, 250 w, unlimited time. Also authority to determine operating power by direct measurement.

**KMLB Monroe, La.**—Granted license to cover CP which authorized change in frequency to 1440 kc, increase in power to 1 kw-DA, 5 kw-LS, make changes in equipment, install DA for night use and move transmitter. Also authority to determine operating power by direct measurement.

**WMFT Florence, Ala.**—Granted license to cover CP which authorized a new station to operate on 1240 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. Licensee is granted waiver of Secs. 3.55(b) and 3.60 of rules; conditions.

**WPOR Portland, Me.**—Same as above except 1450 kc, 250 w, unlimited time.

**WIKB Iron Mountain, Mich.**—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at west "C" St., between Pine and Forest, Iron Mountain, Mich., and Dickinson Hotel, west "B" St., Iron Mountain, respectively.

**KWCO Chickasha, Okla.**—Granted modification of CP which authorized a new station, for approval of antenna and approval of new transmitter location at approx. .2 miles west of U. S. Highway 81, Chickasha, Okla.

**W3XEP Camden, N. J.**—Granted modification of license to change frequencies to: frequencies to be assigned from time to time as needed by the chief engineer, in experimental television sta-

*(Continued on page 77)*

## Claude R. Porter Rites Held Monday in Capital

FUNERAL services were held Monday for Claude R. Porter, 74, father of George B. Porter, radio attorney who died of suffocation Aug. 11 following a choking seizure in a San Francisco restaurant [BROADCASTING, Aug. 19]. Mr. Porter suffered a cerebral hemorrhage Aug. 15 while at his desk at the ICC where he was a Commissioner. He died early Saturday morning.

Announcement of the elder Porter's death was withheld Saturday morning until funeral services had been completed for his son. The commissioner's wife was not notified of her husband's death prior to the son's burial.

Commissioner Porter served as U. S. Attorney in Iowa 1914-18 and then as Special Assistant Attorney General. In 1919 he became chief counsel of the Federal Trade Commission, then special counsel. He was named to the ICC in 1924 and was chairman in 1932. Besides his wife, four daughters survive.

## Federal Issues Revised Edition of Radio Book

NEW and revised edition of *Reference Data for Radio Engineers*, published by Federal Telephone and Radio Corp., is just off the presses.

New volume contains 136 additional pages and more than twice as many illustrations as the 1943 edition. Chapters on transformers and acoustics have been added, and other material has been expanded and brought up to date.

## VHF Record

NICKEL PLATE Railroad claims a long-distance record of 63 miles for VHF radiotelephone communication between the Terminal Tower Bldg. in Cleveland and a train opposite the Bellevue, Ohio, yard office. Equipment was produced by Farnsworth Television and Radio Corp., whose engineers pointed out that tests recorded "solid" communications for only 35 of the 63-mile coverage. Smaller figure represents the dependable range, they said.

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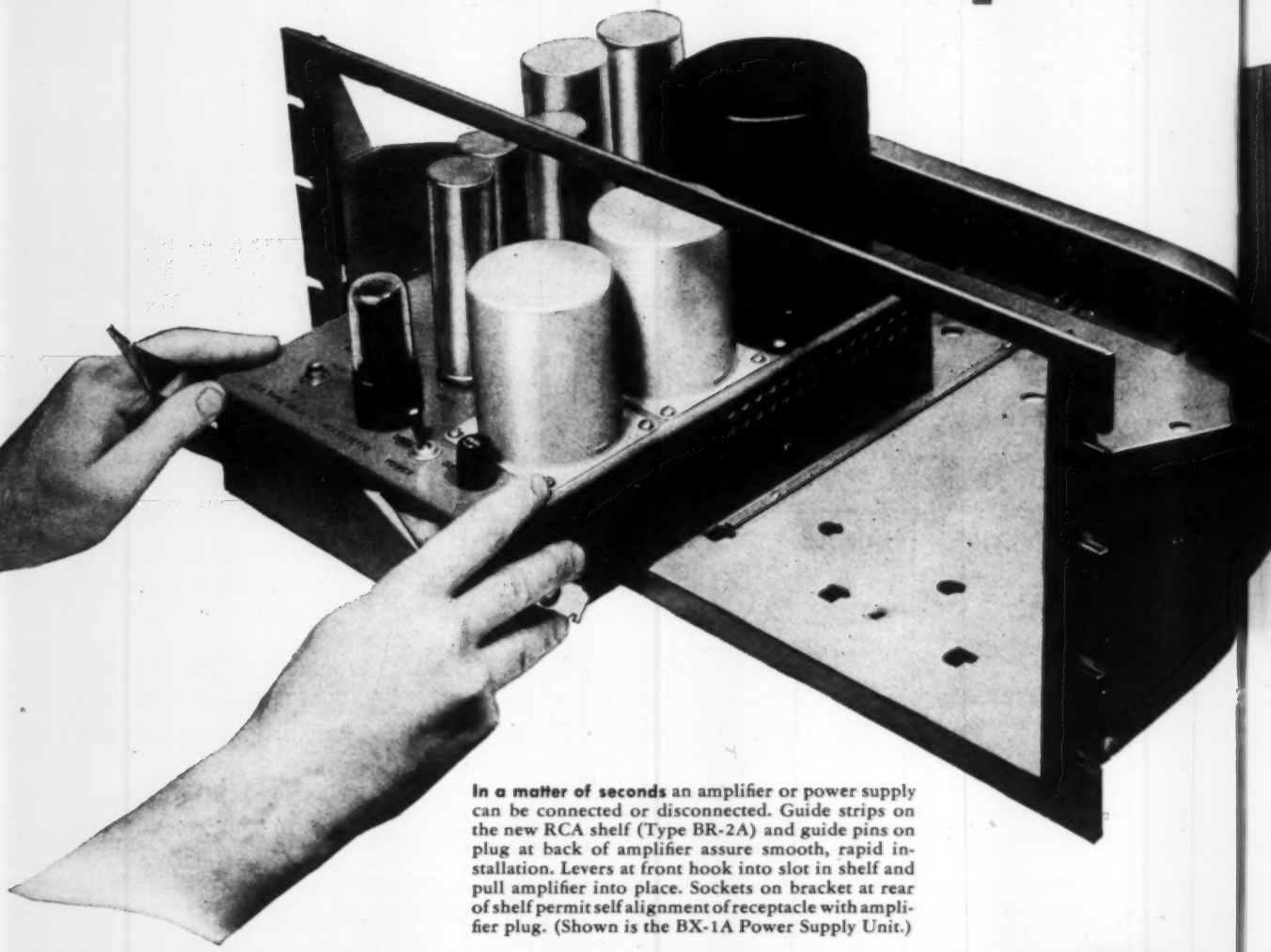
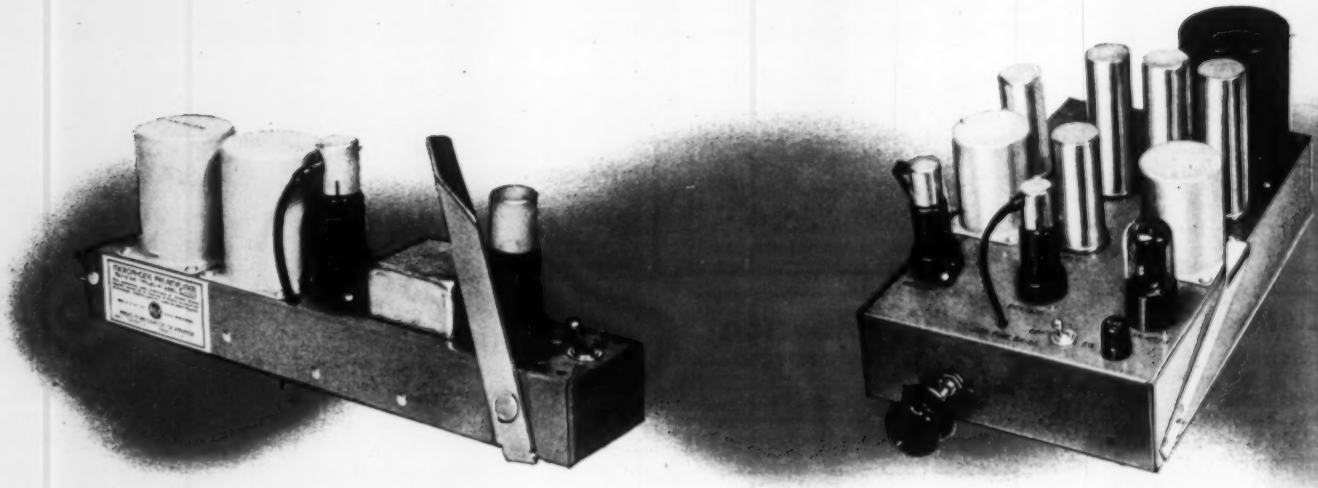
# Now... "PLUG-IN" amplifiers f



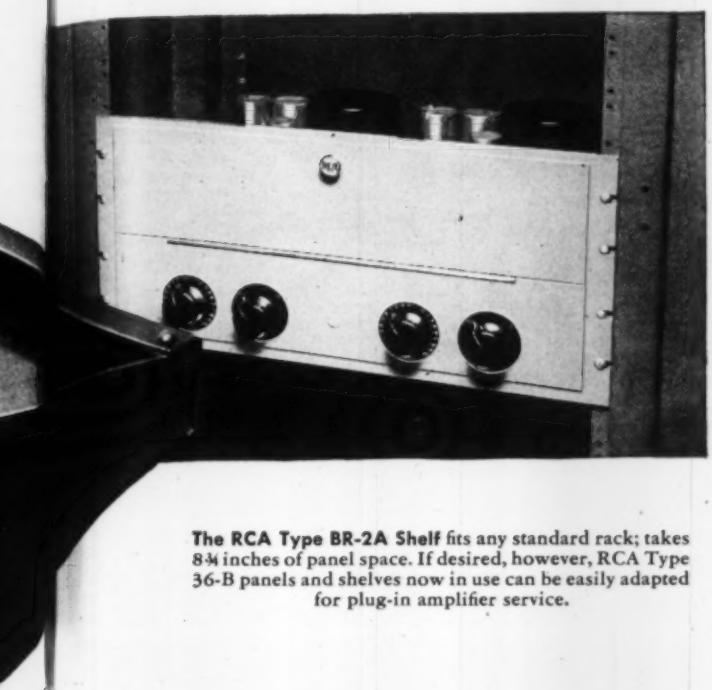
**In a matter of seconds** an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1A Power Supply Unit.)



**Two-stage Preamplifier** (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. *High gain:* 40 db. *High output:* +10 db. *Low noise level:* −80 db. *Low distortion:* 0.5% rms, 50 to 7500 cycles. *Isolation factor:* approx. 90 db; over 100 db with special Volume Control Kit. *Frequency response:* ±1 db, 30 to 15,000 cycles. *Small size:* six units will fit on a 36-B or new BR-2A shelf!

**Booster Amplifier** (Type BA-2A)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. *High gain:* 50 db. *Low noise level:* −68 db. *Low distortion:* 0.75% rms, 40 to 15,000 cycles. *Frequency response:* ±1.5 db, 30 to 15,000 cycles. *Compact:* two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.

# for new convenience and speed



**The RCA Type BR-2A Shelf** fits any standard rack; takes 8¾ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

## These versatile, multi-purpose units by RCA will simplify many of your studio setups

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

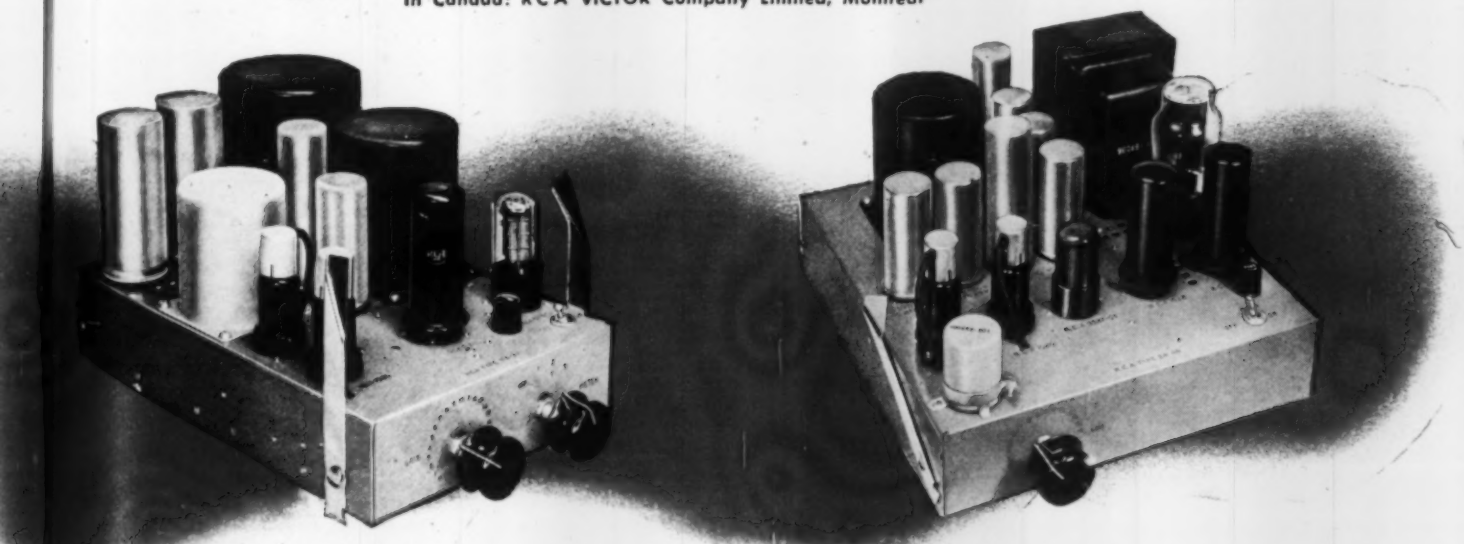
Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Write: Dept. 18-H, Audio Equipment Section, Radio Corporation of America, Camden, New Jersey.

***BROADCAST EQUIPMENT***

***RADIO CORPORATION of AMERICA***

***ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.***

**In Canada: RCA VICTOR Company Limited, Montreal**



**Program Amplifier** (Type BA-3A)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). *High gain:* 65 db for matching input, 27 db for bridging input. *Low noise level* (with maximum gain): −52 db. *Low distortion:* less than 0.5 to 1% rms, depending on output level. *Frequency response:* ±1 db, 30 to 15,000 cycles.

**Monitoring Amplifier** (Type BA-4A)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. *High gain:* 105 db. *Low noise level:* −20 db (with maximum gain); −40 db (with minimum gain). *Low distortion:* less than 3% at 12 watts. *Frequency response:* ±2 db, 30 to 15,000 cycles.

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New Orleans

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# PROGRAMS

MORE than 38,000 letters requesting auditions for the "Arthur Godfrey's Talent Scouts" have swamped CBS headquarters since the show made its debut seven weeks ago. Producer-Director Irving Mansfield, and Bessie Mack, who handles auditions for the program, last week still had to go through 67 bags of mail containing approximately 26,000 letters. During past seven weeks 12,000 letters from all over the country have been answered, reported Miss Mack, who has auditioned more than 350 acts a week and approximately 3,000 acts since show started. Mr. Mansfield has personally auditioned more than 500 acts.

### Folksong Series

TEX RITTER show will be available on transcriptions to stations and sponsors starting Oct. 14. Mr. Ritter heads company and appears on transcriptions giving historical data on folksongs and personal anecdotes. With offices at 8624 Sunset Blvd., Hollywood, organization has started producing new fall series. George Lee Marks, formerly of CBS Chicago, is writer-producer.

### Sightseeing

ON THE THEORY that natives of New York seldom take the sightseeing tours that attract thousands of out-of-town visitors, WNYC, New York's municipal station, will broadcast a circumnavigation of Manhattan Island by the "S. S. Sightseer." Program is scheduled for Aug. 28, beginning at 3 p.m. and will feature the "Sightseer's" regular lecturer and Thomas H. Cowan, veteran New York announcer.

### Shortwave Service

SHORTWAVE BROADCASTING is the only service available in summer months to much of northern Canada, CKRC Winnipeg, Man., reports. Its two commercial shortwave stations, CKRX on 11720 kc, and CKRO on 6150 kc, operate daily and have been on air consistently since 1928 when they were the first licensed shortwave broadcasting stations in Canada. Regular CKRC programs are carried, except for a Monday noontime program when CKRX broadcasts a special DX program.

### Hay Fever Data

HAY FEVER SUFFERERS receive daily warnings over WIP Philadelphia. This new series of daily reports coordinates the research of several organizations and the pollen count, made by the Jefferson Hospital. City's leading authorities on allergies also are giving series of reports. Data is aired over "Start the Day Right," by Mac McGuire.

### Program Resumed

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), sponsor of "Mystery of the Week," on Aug. 19, after a summer hiatus which began July 1, returned the program to 64 CBS stations, east of Chicago. The series, heard Mon. through Fri. 7-7:15 p.m.,, was formerly heard on western CBS stations. Agency is Compton Adv., New York.

### About Pioneers

NEW WEEKLY program series "The Sodbusters," on CBC Dominion network, deals with stories about western Canadian pioneers. Programs will be produced in localities where pioneers lived. First in series will be dramatization of life of Walter Murray, first president of the U. of Saskatchewan, whose life story will be featured from CFQC Saskatoon.

### CBC Covers Air Show

EVENTS in Canada's first postwar international air show at Toronto, Aug. 30-Sept. 7, will be broadcast daily by former RCAF Squadron Leader Joel Aldred, now CBC 'announcer, on CBC national networks. Air show is sponsored by National Aeronautical Association in Canada in interest of peacetime aviation development in Dominion.

### Airs Tennis Play

WNYC New York will broadcast the National Amateur Tennis Championship matches and also the Davis Cup play-offs between the U. S. and Sweden. Both tourneys will be heard from the West Side Tennis Club in Forest Hills, N. Y. Programs will run Aug. 31 through Sept. 8 for national Tourney and Sept. 13 through Sept. 15 for Davis Cup play.

### WJTN at Colony

THROUGHOUT summer months WJTN Jamestown, N. Y., has been airing series of programs from Chautauqua (N. Y.) Institute, cultural, educational, musical and religious summer colony. Among many programs regularly aired are concerts, forums and religious services.

### Traffic Safety

BECAUSE of increase in local traffic accident rate, WQAM Miami, Fla., is presenting series of twice-weekly remote programs, "Traffic Observer," conducted by Sgt. J. A. Youell of local police department. First program in on-the-street origination, while second broadcast is done with cruising mobile unit.

### 'Hometown' Series

WEEKLY "Your Hometown" series has been started by KIDO Boise, Idaho, as public interest program to dramatize growth and development of towns in KIDO area. Transcriptions of each broadcast are played before various groups in the town dramatized.

### Station Showcase

BEHIND the scene radio station operations are presented to the listener in new twice-weekly program aired by WNOX Knoxville, Tenn. Titled "Set Your Dial," quarter-hour show interviews WNOX staffers, promotes station's programs.

### To Air Games

KFBC Cheyenne, Wyo., will air 1946 football schedules of both U. of Wyoming and Cheyenne High School.

### Fashion Report

PARIS FASHION MARKET doings will be aired direct from Paris to WIP Philadelphia by Gertrude Schaeffer Mayers, fashion coordinator for Gimbel Bros. Dept. Store, Philadelphia. Mrs. Mayers has just left on a trip for Gimbel's and will spend a month in London and Paris selecting complete wardrobes and accessories.

### Video Contest Show

NEW VIDEO audience participation show, "Stop the Clock," with contestants receiving from 1 to 12 dollars depending on the position of the second hand of a clock at the time they answer questions, began a four-week series on WRGB Schenectady Aug. 14 presented by ABC television department with Richard Goggin as producer.

### New ABC Feature

NEWEST feature presentation on ABC called "Take It From Here" started Aug. 22, Thurs. 9:30-9:55 p.m. Program is audience participation show, featuring studio participants in series of zany stunts. Program originates in Hollywood.

### Dance Spots

STARTING Aug. 21, CBS is originating two weekly programs from the Roseland Ballroom, New York. They will be aired Wed. 12:05-12:30 a.m. and Sat. 11:15-11:30 p.m. Series starts with Ray Eberle and orchestra.

### Civic Interviews

FIVE minute interview program, "Who's Who," has been started by WRRN Warren, Ohio, following a daily local newscast to acquaint listeners with city officials and persons of local prominence.

### KEX Honored

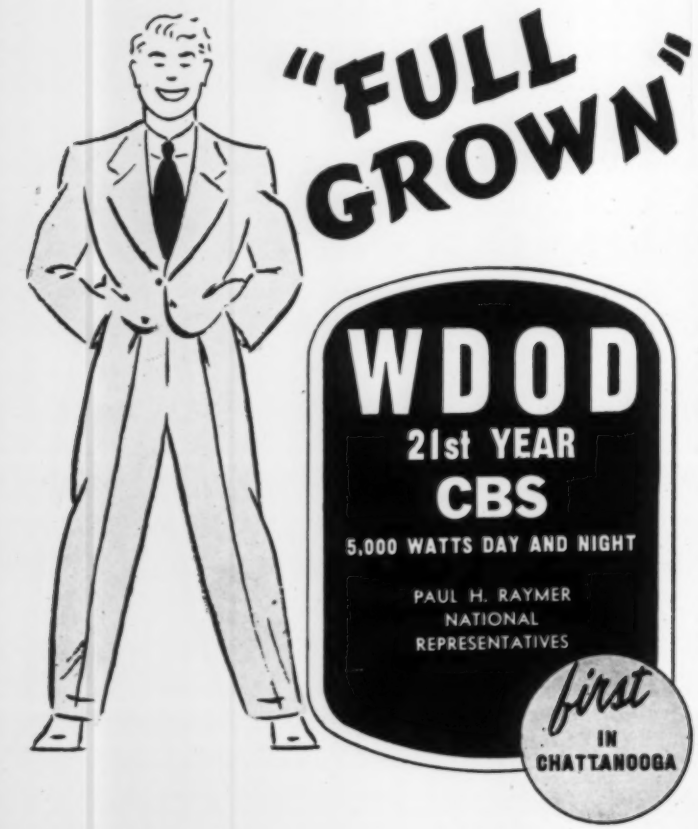
GOLD medal citation awarded by National Board of Fire Underwriters for outstanding public service in fire prevention was presented to KEX Portland Ore., at 18th annual convention of the Oregon Association of Insurance Agents in Portland last week.

### To Air School Games

STATIONS of Mid South Network WCBI WELO WROX WMOX, will carry complete schedule of high school and college football games in their respective Mississippi communities.

## Plan Video Survey

PLANS for a continuing survey of the New York television audience to be conducted under the auspices of American Television Society will be discussed by the ATS board tonight (Aug. 26). Several requests for such a service have been requested by video program producers, George Shupert, ATS president, said last week. The society asked Richard Manville, research consultant and ATS board member, to outline specifications for the job. If approved, Mr. Shupert said, the idea will be submitted to video broadcasters, who will be asked to underwrite the job.



REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

## FCC Actions

(Continued from page 72)

tion at that location.

**W9XZO Chicago, Ill.**—Granted license to cover CP which authorized a new experimental television broadcast station; frequencies that may be assigned by the chief engineer from time to time; power: aural 1 kw; visual 1 kw (peak). The license is granted upon an experimental basis only; conditions.

**AUGUST 22**

**BY COMMISSION EN BANC**

**AM—1230 kc**

**B. J. Barrier Jr., H. T. Barrier, H. P. Holmes, Yazoo City, Miss.**—Granted CP † for a new station to operate on 1230 kc, 250 w. unlimited time.

**AM—1230 kc**

**Henry K. Arneson, Thief River Falls, Minn.**—Granted CP † for a new station to operate on 1230 kc, 250 w, unlimited time.

**AM—1230 kc**

**Medford Printing Co., Medford, Ore.**—Granted CP † for a new station to operate on 1230 kc, 250 w, unlimited time.

**AM—800 kc**

**Palatka Bcstg. Co., Palatka, Fla.**—Granted CP † for a new station to operate on 800 kc, 250 w, daytime only.

**AM—1210 kc**

**Lake Huron Bcstg. Co., Saginaw, Mich.**—Granted CP † for a new station to operate on 1210 kc, 1 kw, daytime only.

**AM—760 kc**

**Tarboro Bcstg. Co. Inc., Tarboro, N. C.**—Granted CP † for a new station to operate on 760 kc, 1 kw, daytime only.

**AM—860 kc**

**Downing Musgrove, Douglas, Ga.**—Granted amended CP for new station to operate on 860 kc, 1 kw, daytime only. Site to be determined.

**AM—1450 kc**

**Huntsville Bcstg. Co., Huntsville, Ala.**—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, contingent on installation of approved frequency modulation monitors when available and subject to CAA approval of transmitter site and antenna system.

**AM—950 kc**

**Queen City Broadcasting Co. Inc., Boise, Idaho**—Granted CP for a new station to operate on 950 kc, 1 kw, DA-2, unlimited time, contingent on (1) the approval of antenna system and transmitter site by the CAA; (2) construction and operation of the WE D 96020 transmitter in accordance with the Rules and Standards; and modification of the 700 A automatic frequency control equipments to later approved types or replacement by approved types; (3) waiver of Rules 3.55(b) and 3.60 pending the obtaining by the applicant of approved modulation and frequency monitors.

**Assignment of License**

**KELO Sioux Falls, S. D.**—Granted consent to voluntary assignment of license of KELO from Sioux Falls Broadcast Assn. Inc. to Midcontinent Bcstg. Co., for a consideration of $100,000.

**Assignment of License**

**KIDO Boise, Idaho**—Granted consent to voluntary assignment of license of station KIDO from Georgia Phillips, d/b as Boise Broadcast Station, to KIDO Inc., and for conditionally granted CP for a new FM station (provided it is understood by applicant that such grant does not carry with it the right of KIDO Inc. to sell the 1400 shares of unissued stock to a third party without further Commission action). Assignor is to transfer and assign to assignee all assets of KIDO shown in the amount of $115,232, and assignee to assume all liabilities shown as $5,616, leaving a net book value of $109,616 (including "goodwill" of $61,944); and assignee to issue to assignor 1,097 shares, par value $109,700 of its authorized capital stock in full payment of such net assets; and assignor to pay the assignee cash in the amount of $84, being the difference between the net book value of assets to be assigned and par value of capital stock proposed to be issued to assignor.

**Transfer of Control**

**WINN Louisville, Ky.**—Granted consent to involuntary transfer of control of station WINN, from Nelle M. Kendrick, executrix of the estate of D. E. Kendrick, deceased, to Nelle M. Kendrick. No monetary consideration is involved.

**AM—1490 kc**

**Evening Journal Pub. Co., Martinsburg, W. Va.**—Designated for hearing application for a new station to operate on 1490 kc, 250 w, unlimited time.

**AUGUST 22**

**BY COMMISSION EN BANC**

Granted regular construction permits for FM broadcast stations to the following. Note: power given is effective radiated power; antenna height given is height above average terrain.)

**WIBM Inc., Jackson, Mich.**—Class A; Channel: 105.9 mc (No. 290); 500 w; 305 feet.

**Portsmouth Radio Corp., Portsmouth, Va.**—Class B; Channel: 94.7 mc (No. 234); 29.6 kw; 350 feet.

**Alamance Bcstg. Co. Inc., Burlington, N. C.**—Class B; Channel: 101.3 mc (No. 267); 34 kw; 410 feet.

**Cowles Bcstg. Co., Des Moines, Iowa**—Class B; Channel: 101.7 mc (No. 269); 158 kw; 745 feet.

**Lamar Life Insurance Co., Jackson, Miss.**—Class B; Channel: 101.5 mc (No. 268); 69 kw; 580 feet.

**Saviers Electrical Products Corp., Reno, Nev.**—Class A; Channel: 104.3 mc (No. 282); 530 w; -970 feet.

**Owensboro Bcstg. Co. Inc., Owensboro, Ky.**—Class B; Channel: 92.3 mc (No. 222); 20 kw; 500 feet.

**Freeport Journal-Standard Publishing Co., Freeport, Ill.**—Class B; Channel: 102.1 mc (No. 271); 9 kw; 235 feet.

***The Greenville News-Piedmont Co., Greenville, S. C.**—Class B; Channel 92.9 mc (No. 225); 160 kw; 1120 feet.

## Applications . . .

**AUGUST 16**

**AM—930 kc**

**WFMD Frederick, Md.**—CP increase power from 500 w to 1 kw, install new transmitter and studio locations.

**AM—1130 kc**

**WNEW New York**—CP increase power from 10 kw (employing directional antenna day and night) to 50 kw, install new transmitter and make changes in directional antenna for night use only. AMENDED to make change in directional intenna.

**License Modification**

**WNBF Binghamton, N. Y.**—Modification of license to change name from Wylie B. Jones Advertising Agency to Clark Associates Inc.

**AM—1550 kc**

**Fulton County Bcstg Corp., Atlanta, Ga.**—CP new standard broadcast station to be operated on 1550 kc, 50 kw, directiona antenna and unlimited hours of operation. AMENDED to change power from 50 kw, directional antenna to 10 kw night, 50 kw day and directional antenna for night use.

**FM—Unassigned**

**Inter-City Advertising Co., Charlotte, N. C.**—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 12,000 sq. mi.

**FM—Unassigned**

**Everglades Bcstg. Co., Miami, Fla.**—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 4,750 sq. mi.

**FM—96.9 mc**

**KUOA Incorporated, Siloam Springs, Ark.**—CP new FM broadcast station to be operated on channel number 245, 96.9 mc, and coverage of 8,513 sq. mi.

**AM—1480 kc**

**Radio Wisconsin Inc., Madison, Wis.**—CP new standard broadcast station to be operated on 1480 kc, 1 kw, directional antenna night and unlimited hours of operation. AMENDED to make changes in directional antenna.

**AM—1060 kc**

**KROY Sacramento, Calif.**—CP to change frequency from 1240 to 1060 kc, increase power from 250 w to 5 kw, install new transmitter, directional antenna for night use and change transmitter location. AMENDED to change name from Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penny, d/b as Royal Miller Radio to Harmco, Inc.

**Amendment Returned:**

**AM—880 kc**

**Ralph E. Oliver, Thomas E. Davisson, Silas S. Shippy, Leslie W. Oliver, d/b as Napa Valley Bcstg. Co., Napa, Calif.**—CP new standard broadcast station to be operated on 1570 kc, 500 w and daytime hours of operation. AMENDED to change frequency from 1570 to 880 kc.

**Application Dismissed:**

**AM—920 kc**

**WGST Atlanta, Ga.**—CP to increase power from 1 kw night, 5 kw day to 5 kw day and night and install directional antenna for night use.

**Applications Tendered for Filing:**

**AM—1300 kc**

**WOOD Grand Rapids, Mich.**—Consent to assignment of license to Liberty Bcstg., Inc.

**AM—900 kc**

**Northwestern Theological Seminary and Bible Training School Minneapolis, Minn.**—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

**AM—810 kc**

**Denver Bcstg. Co., Denver, Colo.**—CP new standard broadcast station to be operated on 810 kc, 25 kw night, 50 kw day, directional antenna and unlimited hours of operation.

**AUGUST 16**

**Video 54—60 mc**

**WCBW New York,**—Modification of license to specify frequency as channel 2, 54-60 mc and to change ESR from 1000 to 1230.

**Relay**

**Leonard A. Versluis, Area of Grand Rapids, Mich. (P. O. 6, Fountain Street, N. E.).**—CP new relay broadcast station to be operated on 156.075, 157.575, 159.-975 and 161.925 mc, power of 10 w and A3 emission.

(Continued on page 78)

†Subject to condition that applicant will within 60 days from date of this action file application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requiremens of the Commission's Standards.

*In lieu of conditions previously authorized.

*"Not yet, Jake—we're on WFDF Flint this week."*

WLAW

Serving INDUSTRIAL NEW ENGLAND

MORNING LISTENING INDEX

| | |
|---|---|
| Station WLAW | 38.7 |
| Station B | 19.1 |
| Station C | 17.6 |
| Station D | 6.7 |

WLAW, ABC basic station, gets the lion's share of morning listeners (8 a.m. to 12 noon) in four leading cities of Industrial New England, according to a 1946 Hooper Listening Index.

5000 WATTS 680 KC

50,000 WATTS SOON!!

WLAW

LAWRENCE, MASSACHUSETTS

Nationally Represented by WEED & CO.

CLEVELAND'S Chief STATION

BLANKETS THE MARKET

WJW covers the Cleveland money market . . . a market that is the 7th largest . . . 5th richest . . . 3rd most densely populated in the United States with an audience that spends over a billion dollars annually. Cleveland's *CHIEF* Station blankets more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LIKE WLS IN CHICAGO
KTUC
GETS RESULTS
IN TUCSON
Affiliated with The Arizona Network—
KOY, Phoenix,
KSUN, Bisbee-Lowell-Douglas
CBS
JOHN BLAIR & COMPANY

WINTER TIME'S AT 8:15

The West's most popular commentator before the war, William Winter's back at KSFO, nightly at 8:15 . . . with a re-established audience ready for some fortunate sponsor.

KSFO
SAN FRANCISCO

*Represented by*
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

20,000 WATTS OF SELLING POWER
THE NEW WJJD
CHICAGO
A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

# FCC Actions

*(Continued from page 77)*

**AM—1320 kc**

**KWHN Fort Smith, Ark.**—Modification of CP (which authorized a new standard broadcast station) for approval of antenna to change type of transmitter, increase power from 500 w night, 5 kw day to 5 kw day and night and change transmitter location.

**AM—780 kc**

**General Bcstg. Co., a partnership composed of William J. Edwards, Graydon L. Newman and Pearl McPherson Patrick, Birmingham, Ala.**—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation.

**AM—1250 kc**

**KPAC Port Arthur, Tex.**—CP to increase power from 1 kw day and night to 5 kw day and 1 kw night, to install new transmitter and change transmitter location.

**AM—950 kc**

**WSPA Spartanburg, S. C.**—Modification of CP (as modified) to extend completion date.

**AM—1290 kc**

**Central Illinois Radio Corp., Peoria, Ill.**—CP new standard broadcast station to be operated on 1290 kc, 5 kw and unlimited hours of operation AMENDED to change frequency from 1290 to 1580 kc, change power from 5 kw to 1 kw, change hours of operation from unlimited to daytime, install new transmitter and vertical antenna and change transmitter location.

**AM—102.5 mc**

**The Wren Bcstg., Co. Inc., Topeka, Kan.**—CP new FM (metropolitan) broadcast station to be operated on channel 273, 102.7 mc and coverage of 13,720 sq. mi. AMENDED to correct frequency as channel 273, 102.5 mc.

**Experimental Video**

**The St. Louis U. St. Louis**—CP new experimental television broadcast station to be operated on frequency to be assigned in 480-920 mc and power of visual 1 kw.

**Relay**

**Northwest Bcstg. Co., Area of Fort Dodge, Iowa**—CP new relay broadcast station to be operated on 1622, 2058, 2150 and 2790 kc, power of 20 w and A3 emission.

**FM—91.5 mc**

**The Bible Institute of Los Angeles, Inc., Los Angeles, Calif.**—CP new noncommercial educational broadcast station to be operated on channel 218, 91.5 mc, power of 3,158 w and special for FM emission.

**Experimental Video**

**Don Lee Bcstg. System, Hollywood, Calif.**—CP new experimental television broadcast station to be operated on frequencies to be assigned, Power of visual 250 w (peak), aural 250 w and emission of visual A5 and aural special.

**Application Dismissed:**

**AM—1450 kc**

**Ronald B. Woodyard, Utica, N. Y.**—CP synchronous amplifier to be operated with a new standard broadcast station at Utica, N. Y., on 1450 kc, 50 w and unlimited hours of operation.

**Applications Tendered for Filing:**

**AM—590 kc**

**Hudson Valley Bcstg. Co. Inc., Albany, N. Y.**—CP new standard broadcast station on 590 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.

**AM—1470 kc**

**Lewiston-Auburn Bcstg. Corp., Lewiston, Me.**—CP new standard broadcast station to be operated on 1470 kc, power of 5 kw, directional antenna and unlimited hours of operation.

**AM—910 kc**

**Batta Bcstg. Co. Braddock, Pa.**—CP new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

**Transfer**

**WHPC-FM Harrisburg, Pa.**—Involuntary transfer of control of construction permit from Vance C. McCormick, deceased, to Gertrude Howard McCormack, Conway Olmsted and Dauphin Deposit Trust Co., executors of the Estate of Vance C. McCormick, deceased.

**AM—1400 kc**

**WGAP Maryville, Tenn.**—Consent to assignment of CP to George R. Dempster and V. H. McLean d/b as Gateway Bcstg. Co.

**AM—910 kc**

**KJAN Bcstg. Co. Inc., Opeleusas, La.**—CP new standard broadcast station to be operated on 910 kc, 1 kw, directional antenna night and unlimited hours of operation.

**AUGUST 19**

**AM—1270 kc**

**Inter-American Radio Corp., Caguas, Puerto Rico**—CP new standard broadcast station to be operated on 1270 kc, 250 w and unlimited hours of operation.

**AM—1510 kc**

**Home News Publishing Co., New Brunswick, N. J.**—CP new standard broadcast station to be operated on 1510 kc, 1 kw and daytime hours.

**AM—1230 kc**

**Robert P. Strakos & John F. Kearney, a partnership d/b as The Colgren Bcstg. Co., Hudson, N. Y.**—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours.

**FM—Unassigned**

**Metropolitan Bcstg. Service, New York**—CP new FM (metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 9,650 sq. mi.—AMENDED: to make minor change in transmitter location and changes in antenna system.

**AM—610 kc**

**WHKC Columbus, Ohio**—CP to increase power from 1 kw to 5 kw, install new transmitter and make changes in directional antenna for night use—AMENDED: re changes in directional antenna for night use.

**AM—1080 kc**

**Pittsburgh Bcstg. Co., Pittsburgh, Pa.**—CP new standard broadcast station to be operated on 1080 kc, 1 kw and daytime hours of operation.

**AM—1490 kc**

**Radio Anthracite Inc., Nanticoke, Pa.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours.

**AM—1490 kc**

**WKBZ Muskegon, Mich.**—CP to make changes in antenna and to change transmitter location.

**AM—590 kc**

**Bluegrass Bcstg. Co. Inc., Versailles, Ky.**—CP new standard broadcast station to be operated on 590 kc, 1 kw, directional antenna and unlimited hours of operation.

**FM—102.3 mc**

**Fayette Bcstg. Co., Lexington, Ky.**—CP new metropolitan FM broadcast station to be operated on channel 272, 102.3 mc and coverage of 13,700 sq. mi.

**AM—1490 kc**

**Gulfport Bcstg. Co. Inc., Pensacola, Fla.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 1490 kc, change transmitter location.

**AM—870 kc**

**Blue Bonnet Bcstg. Corp., Fort Worth, Tex.**—CP new standard broadcast station to be operated on 760 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 760 to 870 kc, change power from 1 kw to 250 w and install new transmitter and make changes in antenna system.

**AM—1340 kc**

**Del Norte Bcstg. Co. Inc., El Paso, Tex.**—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: re change in directors and stockholders.

**AM—920 kc**

**Glen H. Smith and Herbert H. Lee, d/b as Lee-Smith Bcstg. Co., Faribault, Minn.**—CP new standard broadcast station to be operated on 920 kc, 100 w night, 250 w day and unlimited hours of operation—AMENDED: re change in type of transmitter.

**FM—100.9 mc**

**Independent Bcstg. Co., Des Moines, Iowa**—CP new FM broadcast station to be operated on channel 265, 100.9 mc, or as assigned by chief engineer of FCC and coverage of 13,542 sq. mi.

## FCC Box Score

STATUS of the applications at the FCC as of Aug. 22:

AM: 378 applications pending; 432 in hearing; 284 construction permits issued this year.

FM: 208 pending; 141 in hearing; 484 conditional grants, of which 230 are now regular construction permits.

Television: 26 pending; 23 in hearing; 27 construction permits. (Also, during 1946 78 applications have been dismissed, 1 cancelled, and 1 denied.)

**Assignment of License**

**WJBC Bloomington, Ill.**—Voluntary assignment of license to Bloomington Bcstg. Corp.

**Developmental**

**Gates Radio Co., Quincy, Ill.**—CP new developmental broadcast station to be operated on frequency to be assigned, power of 5 kw and emission special for FM.

**FM—92—104 mc**

**W47C Chicago**—Modification of CP as modified and which authorized a new high frequency broadcast station, for extension of completion date.—AMENDED: to specify frequency 92-104 mc, population 4,961,479, coverage of 9,300 sq. mi., type of transmitter and make changes in antenna system.

**AM—1400 kc**

**KWIN Ashland, Ore.**—License to cover CP which authorized a new standard broadcast station and for change of studio location; Authority to determine operating power by direct measurement of antenna power.

**AM—1580 kc**

**Arthur H. Croghan, Santa Monica, Calif.**—CP new standard broadcast station to be operated on 750 kc, 1 kw and limited hours of operation.—AMENDED: to change frequency from 750 to 1580 kc, change power from 1 kw to 5 kw, change hours of operation from limited to daytime, install new transmitter and change transmitter location.

**AM—970 kc**

**KFRE Fresno, Calif.**—CP to change frequency from 1340 to 1060 kc, increase power from 250 w to 1 kw, and install new transmitter.—AMENDED: to change frequency from 1060 to 970 kc, install new transmitter and directional antenna for day and night use.

**Applications Tendered for Filing:**

**AM—550 kc**

**WGR Buffalo, N. Y.**—Consent to assignment of license to WGR Bcstg. Corp.

**AM—1490 kc**

**Edward J. Harpole, William T. Kemp and W. J. Harpole, a partnership d/b as Uvalde Broadcasters, Uvalde, Tex.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—1480 kc**

**KANS Wichita, Kan.**—CP to change frequency from 1240 to 1480 kc, power from 250 w to 1 kw night and 5 kw day.

WBNS
REGISTERS HIGH
For Example
HOOPERATING
COLUMBUS, OHIO
Fall - Winter '45 - '46
BOB HAWK
22.0
ASK ANY
BLAIR MAN

install directional antenna night, new transmitter and change transmitter location.

**AUGUST 19**

**Relay**

**American Colonial Bcstg. Corp., San Juan, Puerto Rico**—CP new relay broadcast station to be operated on 1622, 2058, 2150, and 2790 kc, power of 250 w and A3 emission.

**SSA**

**WNYC New York**—Extension of Special Service Authorization to operate additional time between the hours of 6 a.m., EST, and sunrise at New York, New York, and between the hours of sunset at Minneapolis, Minnesota and 10 p.m., EST, using directional antenna designed therefor, for the period beginning 3 a.m., EST, Sept. 2, 1946.

**FM—Unassigned**

**Narragansett Bcstg Co., Fall River, Mass.**—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

**AM—1170 kc**

**Suburban Bcstg Co., Upper Darby, Pa.**—CP new standard broadcast station to be operated on 1170 kc, 1 kw and daytime hours of operation.

**AM—1340 kc**

**Connellsville Broadcasters Inc., Connellsville, Pa.**—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**SSA**

**WCAR Pontiac, Mich.**—Special Service Authorization to operate from 7 a.m., EST, to local sunrise, with power of 250 w, for the period beginning Nov. 1, 1946 and ending in no event later than Feb. 28, 1947.

**AM—670 kc**

**News Publishing Co., Rome, Ga.**—CP new standard broadcast station to be operated on 670 kc, 1 kw and daytime hours of operation.

**AM—1490 kc**

**Clyde R. Horne, Jerrell A. Shepherd, a Partnership d/b as The Valley Broadcasters, Russellville, Ark.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—720 kc**

**Carteret Bcstg. Co. In or near Morehead City, N. C.**—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.

**AM—930 kc**

**Rocky Mountain Bcstg. Co., Pueblo, Col.**—CP new standard broadcast station to be operated on 930 kc, 5 kw, directional antenna night and unlimited hours of operation.

**FM—Unassigned**

**Wallace N. Lindskoog, Luther G. Boone, Gordon H. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill, Gilbert Moody, partners d/b as Turlock Bcstg. Group, Turlock, Calif.**—CP new FM broadcast station to be operated on frequency to be specified by chief engineer of FCC and coverage of 3538.0 sq. mi.

**Relay**

**KBNH Boulder City, Nev.**—License to cover CP which authorized a new relay broadcast station.

**Applications Tendered for Filing:**

**AM—1450 kc**

**Natchitoches Bcstg. Co. Inc., Natchitoches, La.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

## Hearings This Week

**MONDAY, Aug. 26, Provo, Utah**

**Utah Valley Broadcasting Co., Provo, Utah**—CP new station 1450 kc, 250 w, unlimited; **Mid-Utah Broadcasting Co., Provo**—CP new station 1450 kc, 250 w, unlimited.

**THURSDAY, Aug. 29, Washington, D. C.**

**Radio Wisconsin Inc., Madison, Wis.**—CP new station 1480 kc, 1 kw, unlimited, directional antenna night; **Edwin Mead, Rockford, Ill.**—CP new station 1490 kc, 1 kw, unlimited, directional antenna.
KGCX Sidney, Mont.—Respondent.

**THURSDAY, Aug. 29, Washington, D. C.**

**WNEW New York**—CP 1130 kc, 50 kw, unlimited, directional antenna night; renewal of license.
Richard E. O'Dea—Intervenor.

**AM—1240 kc**

**Harold H. Thoms, Greenville, S. C.**—CP new standard broadcast station to be operated on 1240 kc, 100 w and unlimited hours of operation.

**AM—1460 kc**

**WJPF Herrin, Ill.**—CP to change frequency from 1340 to 1460 kc, increase power from 250 w to 1 kw and install new transmitter and directional antenna for night use.

**AM—550 kc**

**Midland Bcstg. Co., Kansas City, Mo.**—CP new standard broadcast station to be operated on 550 kc, 5 kw, daytime hours of operation and directional antenna.

**AM—1400 kc**

**Montana Bcstg. and Television Corp., Missoula, Mont.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM—1240 kc**

**Gene Burke Brophy, Nogales, Ariz.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AUGUST 21**

**Special Authority**

**Burns Avenue Baptist Church, Detroit, Mich.**—Extension of authority to transmit programs from Burns Avenue Baptist Church at Detroit, Mich., to Station CKLW Windsor, Canada, for period beginning Oct. 10, 1946.

**AM—910 kc**

**Matta Bcstg. Co., Braddock, Pa.**—CP new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

**AM—910 kc**

**The KJAN Bcstg. Co. Inc., Opelousas, La.**—CP new standard broadcast station to be operated on 910 kc, 1 kw, directional antenna night and unlimited hours of operation.

**FM—Unassigned**

**Southern Bcstg. Corp., San Antonio, Tex.**—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 21,500 sq. mi.—AMENDED: to make minor changes in transmitter location and to specify class of station.

**FM—107.9 mc**

**Burlington-Graham Bcstg. Co., Burlington, N. C.**—CP new metropolitan FM broadcast station to be operated on channel 267, 101.3 mc or as assigned by FCC and coverage of 4,352.96 sq. mi. or as assigned by FCC—AMENDED: to change class of station, frequency from 101.3 to 104.1 to 107.9 mc, coverage from 4,352.96 to 673 sq. mi., population from 345,475 to 60,481, type of transmitter, make changes in officers, directors and stockholders and make changes in antenna system.

**AM—1400 kc**

**Grand Forks Herald Inc., Grand Forks, N. D.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM—1280 kc**

**WMIN St. Paul, Minn.**—CP to change frequency from 1400 to 1280 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use, change transmitter and studio locations.

**Experimental Video**

**George R. Call, Sioux City, Iowa**—CP new experimental television broadcast station to be operated on channel 9, 186-192 mc, power of aural and visual of 100 w and emission of aural A4 and visual A5.

**AM—810 kc**

**Denver Bcstg. Co., Denver, Col.**—CP new standard broadcast station to be operated on 810 kc, 25 kw night, 50 kw day, directional antenna and unlimited hours of operation.

**Relay**

**H. L. Corley, tr/as Corley Radio & Sound Service, area of Trinidad, Col.**—CP new relay broadcast station to be operated on 30.82, 33.74, 35.82 and 37.98, power of 15 w and A3 emission.

**Applications Returned:**

**AM—750 kc**

**KXL Portland, Ore.**—CP to increase power from 10 to 50 kw, install new transmitter and directional antenna and move transmitter location. (Incomplete.)

**Applications Tendered for Filing:**

**AM—1310 kc**

**WGH Newport News, Va.**—CP to change frequency from 1340 to 1310 kc, power from 250 w to 5 kw, install new transmitter and change transmitter location and install directional antenna for day and night use.

**AM—1490 kc**

**Community Bcstg. Co., Fort Worth, Tex.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—730 kc**

**WTIK Durham, N. C.**—CP to change power from 500 w to 1 kw and daytime hours of operation.

**AM—1450 kc**

**Norbert Bernard Donze and Elmer Lawrence Donze, a partnership d/b as The Donze Co., Ste. Genevieve, Mo.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

**AM—1590 kc**

**Nonpareil Bcstg. Co., Council Bluffs, Iowa**—CP new standard broadcast station to be operated on 1590 kc, 5 kw, directional antenna and unlimited hours of operation.

**AM—1140 kc**

**WSIV Pekin, Ill.**—CP to change power from 250 w to 1 kw and install new transmitter.

**AM—580 kc**

**KFXD Nampa, Idaho**—CP to install new transmitter, change transmitter location and make changes in directional antenna system.

**AUGUST 22**

**AM—1450 kc**

**WWDC Washington, D. C.**—Authority to determine operating power by direct measurement of antenna power.

**AM—1240 kc**

**WKBR Manchester, N. H.**—Modification of CP as modified, which authorized a new standard broadcast station, to change corporate name to Granite

*(Continued on page 80)*

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.

WJTN
JAMESTOWN, N. Y.
Voice of the rich Chautauqua Region
Represented by RAMBEAU
ABC NETWORK

*I spend $200,000,000* every year, and* **WRRF** *is my buying guide*

*1945 Retail Sales Volume in Eastern North Carolina was $200,000,000

**SOON 5000 WATTS**

In Eastern North Carolina, the territory covered by WRRF located in Washington, N. C., there are 76,194 radio homes distributed among the 600,000 population. For sales results in North Carolina use WRRF.

930 KC - 1000 Watts
**WRRF**
Washington, N. C.
ABC Network
Tar Heel Broadcasting System, Inc.
*Natl. Representatives*
Forjoe & Co., New York, Chicago, Los Angeles

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
*Represented by*
THE KATZ AGENCY, Inc.

KXOK
630 KC.
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l Rep.

The Largest
TRANSCRIPTION LIBRARY
OF
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FAMILY
WIBW HAS BEEN A FARM STATION FOR 20 YEARS. WE SELL KANSAS AND ADJOINING STATES BECAUSE WE'VE SERVED THEM WELL. WE'RE ONE OF THE FAMILY.
WIBW The Voice of Kansas in TOPEKA

## FCC Action

(*Continued from page 79*)

State Bcstg. Co. Inc., for approval of antenna and approval of transmitter and studio location.

**AM—590 kc**

**Hudson Valley Bcstg. Co. Inc., Albany, N. Y.**—CP new standard broadcast station to be operated on 590 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.

**AM—1450 kc**

**WWSC Glens Falls, N. Y.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations—AMENDED: to change transmitter location.

**AM—1240 kc**

**Oneonta Star Inc., Oneonta, N. Y.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1240 to 1400 kc.

**AM—1240 kc**

**WTIP Charleston, W. Va.**—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, change transmitter and studio locations.

**AM—1490 kc**

**WARD Johnstown, Pa.**—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

**AM—1300 kc**

**WOOD Grand Rapids, Mich.**—Voluntary assignment of license to Liberty Bcstg. Inc.

**AM—860 kc**

**Downing Musgrove, Douglas, Ga.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 860 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime and change type of transmitter.

**AM—1240 kc**

**Capitol Bcstg. Co. Inc., Charlotte, N. C.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 760 kc, power from 250 w to 1 kw, hours of operation from unlimited time to daytime and change type of transmitter.

**AM—800 kc**

**WKAB Mobile, Ala.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter and studio locations—AMENDED: re changes in transmitting equipment.

**AM—1290 kc**

**WTMC Ocala, Fla.**—CP to change frequency from 1490 to 1270 kc, increase power from 250 w to 1 kw, install new transmitter, directional antenna for night use and change transmitter location—AMENDED: to change frequency from 1270 to 1290 kc.

**AM—1450 kc**

**Natchitoches Bcstg. Co. Inc., Natchitoches, La.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

**AM—1270 kc**

**Arkansas Valley Bcstg. Co., Fort Smith, Ark.**—CP new standard broadcast station to be operated on 740 kc, 1 kw, directional antenna night and unlimited hours of operation—AMENDED: to change frequency from 740 to 1270 kc, install new directional antenna for day and night use and change transmitter location.

**AM—1240 kc**

**Harold H. Thomas, Greenville, S. C.**—CP new standard broadcast station to be operated on 1240 kc, 100 w and unlimited hours of operation.

**AM—1240 kc**

**WKDK Newberry, S. C.**—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for changes in antenna and change transmitter and studio locations, and extend commencement and completion dates — AMENDED: re changes in transmitting equipment.

**AM—1490 kc**

**Edward J. Harpole, William T. Kemp and W. J. Harpole, a partnership d/b as Uvalde Broadcasters, Uvalde, Tex.**—CP new standard broadcast station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.

**Video—66-72 mc**

**KRLD Radio Corp., Dallas, Tex.**—CP new commercial television broadcast station to be operated on Channel 2, 54-60 mc, ESR of 1500 and power of visual 4 kw (peak) and aural 3 kw—AMENDED: to change frequency from Channel 2, 54-60 mc, to Channel 4, 66-72 mc, change transmitter, and transmitter locations and make changes in antenna system.

**AM—980 kc**

**KMBC Kansas City, Mo.**—License to cover CP which authorized decrease in power of auxiliary transmitter and install new auxiliary transmitter.

**AM—860 kc**

**KOAM Pittsburg, Kan.**—Modification of CP which authorized change of frequency, increase power, change hours of operation, install new transmitter and directional antenna for night use and change transmitter location, for extension of completion date.

**AM—1240 kc**

**Gene Burke Brophy, Phoenix, Ariz.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—1400 kc**

**Montana Bcstg. and Television Corp., Missoula, Mont.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM—1490 kc**

**Siskiyou County Bcstg. Co., Yreka, Calif.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**FM—Unassigned**

**Golden Empire Bcstg. Co., Chico, Calif.**—CP new FM broadcast station to be operated on frequency to be determined.

**Applications Tendered for Filing:**

**AM—1110 kc**

**Oneonta Bcstg. Co., a partnership comprised of John Nazak & Joanne May Levko, Oneonta, N. Y.**—CP new standard broadcast station to be operated on 1110 kc, 250 w and daytime hours of operation.

**AM—1590 kc**

**WCKA Norfolk, Va.**—CP to change studio location from Portsmouth to Norfolk, Va.

**AM—1240 kc**

**Odes E. Robinson, Bluefield, W. Va.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—1490 kc**

**Antietam Bcstg. Corp., Hagerstown, Md.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—1230 kc**

**Howard S. Smith, R. E. Pratt, Howard Hicks, John A. Hicks and Ross Bohannon, d/b as Hopkins County Bcstg. Co., Sulphur Springs, Tex.**—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**AM—1490 kc**

**Abe B. Harris, Ruston, La.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—1510 kc**

**Marin Bcstg. Co. Inc., San Rafael, Calif.**—CP new standard broadcast station to be operated on 1510 kc, power of 1 kw and daytime hours of operation.

# Union's Move for Disc Labels To Encounter NAB Opposition

CAMPAIGN of resistance to the IBEW effort to require a union label on transcriptions is developing within the NAB and the subject may be placed on the agenda for the Oct. 21-24 convention in Chicago.

First organized opposition to the IBEW plan, instigated on the West Coast, developed at a meeting of the NAB 15th District (No. Calif., Nev., Hawaii) Aug. 12-13. The association's headquarter's office has taken up the subject but no plan of action has been drawn.

Though the IBEW plan, instigated by Local 1245 embracing the northern two-thirds of California, ostensibly applies only to cutting of instantaneous recordings, indications have been noted that it might be a foot-in-the-door gesture leading toward a union label on all recordings [BROADCASTING, June 10].

IBEW itself is in an uncertain position, it was learned at the union's Washington headquarters. The union's radio staff does not have direct supervision over the West Coast local, which reports directly to a vice president, and disclaims detailed knowledge of the Coast plan.

Moreover, IBEW is planning complete revision of its union label program covering manufactured electrical products and installations affecting 30 crafts. The union will take up the label program at its San Francisco convention starting Sept. 2, first convention since 1941.

### Oct. 1 Deadline

Agreements covering IBEW labels on recordings are provided in a number of IBEW cities, including St. Louis and Chicago. Local 1245, however, has notified stations in its California jurisdiction that effective Oct. 1 members of the local will refuse to broadcast instantaneous recordings and transcriptions not cut by its members.

The local has notified stations that "arrangements are being made gradually to bring about a situation wherein only IBEW-cut transcriptions will be broadcast by members of the IBEW." The notice was sent by Marven C. Larsen, IBEW western representative.

The NAB 15th District at its Aug. 12-13 meeting discussed the problem at length. It asked NAB headquarters to provide counsel to aid the stations in meeting the IBEW threat. Text of the resolution unanimosuly adopted by the district follows:

Whereas demands have been placed before broadcasters of Northern California by the IBEW regarding rubber stamping of transcriptions.

And whereas, these demands if succumbed to by said broadcasters will affect all members of NAB,

It is hereby resolved that 15th District NAB request NAB headquarters staff to immediately make available whatever services are necessary to assist broadcasters in Northern California in meeting these demands, said services to include if deemed necessary the personal West Coast consultation by NAB staff with broadcasters involved and with the counsel which same have already retained.

NAB President Justin Miller addressed the Monterey meeting on recent threats to freedom of radio and reviewed effects of the FCC Blue Book. Robert C. Coleson, assistant to President Miller, was at the meeting, which was called by William B. Smullin, KIEM Eureka, Calif., NAB board member. He reported on the August 6-8 board meeting at Estes Park, Col.

**Davidson to ABC**

WILLIAM DAVIDSON, formerly with J. Walter Thompson Co., New York, as assistant to the chief timebuyer, has joined the station relations department of ABC.

## Video Business

*(Continued from page 15)*

about 20 hours a week, WCBW and WABD (Du Mont) somewhat less, the time varying from week to week in accordance with the amount of sports available. For fall these schedules will be stepped up somewhat; but it is doubtful if the 28-hour weekly minimum set by the FCC as the standard for commercial operation will be achieved by Nov. 1, when it is supposed to go into effect, and another postponement seems likely.

Commercial schedule for WNBT, which in July set a television record with 44 hours, 13 minutes and 31 seconds of sponsored time, includes, in addition to the Gillette boxing bouts, placed through Maxon Inc.: Standard Brands' weekly hour-long variety program, *Hour Glass*, advertising Chase & Sanborn coffee and Tender Leaf Tea, placed through J. Walter Thompson Co.; Bristol-Myers, presenting Mrs. Carveth Wells with a film travelogue for Trushay, through Young & Rubicam; filmed news highlights, sponsored by Standard Oil Co. of New Jersey through Marschalk & Pratt; an educational film series sponsored by Firestone Tire and Rubber Co. through Sweeney & James; *The World in Your Home*, quarter-hour film presented by RCA (direct); time signals for Bulova Watch Co. through Biow Co.; Elgin National Watch Co. through J. Walter Thompson Co.; Waltham Watch Co. through N. W. Ayer & Son; weather reports in cartoon form, sponsored by Botany Worsted Mills (neckties) through Alfred J. Silberstein, Bert Goldsmith Inc. Goodyear Tire & Rubber Co., sponsoring Army football games through N. W. Ayer & Son; United States Rubber Co., sponsoring *Friday Night Quarterback* through Campbell-Ewald Co.; Borden Co., New York, weekly food program, *I Love to Eat*, through Young & Rubicam.

### WCBW's Sponsors

Fall lineup of sponsors on WCBW, in addition to the Ford schedule, placed by J. Walter Thompson Co., includes a Thursday evening series of news programs sponsored by Gulf Oil Co. through Young & Rubicam, and two quarter-hour programs for Bristol-Myers, one for Ipana featuring the cartoonist, Sid Hoff, the other for Vitalis presenting Bob Edge and a filmed "sports almanac," both placed through Doherty, Clifford & Shenfield.

WABD's current sponsors, all continuing, include U. S. Rubber Co., sponsoring a half-hour film, *Seeing Through Science*, weekly, through Campbell-Ewald Co.; Alexander Smith & Sons Carpet Co., *Magic Carpet*, half-hour weekly telecast combining live studio program with film, through Anderson, Davis & Platt; a half-hour weekly program for Wanamaker's department store, each program plugging a different product carried by the store and sponsored by the manufacturer of that merchandise; time signals sponsored by Elgin Watch Co. through J. Walter Thompson Co., and Waltham Watch Co. through N. W. Ayer & Son, and weather reports sponsored by Botany Worsted Mills through Alfred J. Silberstein, Bert Goldsmith Inc. These are in addition to the two weekly half-hour periods on WABD purchased by ABC for video program experimentation pending the time when the network will have its own television stations.

**FULL STAFF** will be installed at NAB's expanded Employe-Employer Relations Dept. when Richard P. Doherty takes over as department head in the first week of September. Mr. Doherty was named Aug. 16 to the post [BROADCASTING, Aug. 19]. The department has embarked on a greatly expanded labor relations project, providing information on all phases of employment.

Present three-evening-a-week schedule of WABD will be considerably expanded during the fall, first through addition of more remote pickups, chiefly sporting events, and later with more studio and film shows. Station has been televising boxing bouts and midget auto races and expects to add football, wrestling and other such events, for which it anticipates little difficulty in finding sponsors. Du Mont engineers are now developing a compact mobile unit for covering out-of-studio programs and expect to have two such units operating at the station before the end of the year.

### Studio Facilities

WABD already has two studios completely equipped for the presentation of live programs, which can be scheduled successively without the usual film interludes telecast while the studio is being reset for the next show, so the station can readily increase its live program schedule. Station also can expand the time allotted to its news bulletin service, with INS headline news telecast through a moving tape device across the face of the WABD test pattern [BROADCASTING, Aug. 5]. This service, currently on the air from noon to 2 p.m., Monday through Friday, is expected to be of assistance to dealers in their daytime set demonstrations as well as of service to set owners.

American Broadcasting Co. expects to continue its video experiments on an expanded scale this fall, according to Paul Mowrey, national television director of the network. In addition to WABD, ABC also has its programs telecast by WPTZ Philadelphia, WBKB Chicago, WRGB Schenectady and W3XWT Washington. Advertisers sponsoring ABC telecasts pay only production costs, with a minimum fee of $500, the network itself absorbing the time charges of WABD WPTZ and WBKB (WRGB and W3XWT do not sell time). ABC also on occasion stands part of the production expense, when it is exceptionally high and the program provides experience of sufficient value to its video personnel, Mr. Mowrey said.

### Limit Removed

Network has video construction permits for Chicago and Detroit and will push construction as rapidly as possible in both cities, according to Mr. Mowrey, who expressed hope they might begin operating by the end of the year.

Formerly ABC limited its video clients to four telecasts each, but it recently contracted to produce a ten-week series for Alexander Stores, New York community department store chain, to be telecast on WABD starting Sept. 10. Arrangements are also under way with Grey Adv. Agency for a series of 24 programs, also to go on WABD, to be distributed among six Grey clients.

Mr. Mowrey said that he is now advocating a six-week series to advertisers interested in video experimentation, with the first two programs to be telecast on an out-of-town station and then, after the try-out period, brought to New York for four telecasts on WABD. He said that ABC may increase the time on that station to carry out its fall program plans, but in view of WABD's own plans for expanded activities it seems doubtful if that can be arranged.

In Chicago, where WBKB recently telecast the Tam O'Shanter Golf Tournament under ABC auspices and sponsored by U. S. Rubber Co., ABC will use WBKB for a series of wrestling and boxing telecasts, which would probably be sponsored, to start as soon as the station has received its image orthicon equipment from RCA.

ABC is also continuing its film coverage of major special events—recent ones were the trotting races at Goshen, and the Minneapolis Aquatennial (sponsored by U. S. Rubber) and the Gold Cup motor boat race in Detroit—the films being telecast over a variety of the five television stations with which ABC has working arrangements.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# Cain Writer Idea Watched by Radio

## Proposed 'Authority' Would Copyright Most Material

WATCHFUL waiting best describes the radio-movie attitude in Hollywood toward recently proposed American Authors Authority conjured up by James M. Cain, novelist and scenarist, in July issue of *Screen Writer*.

As conceived by Mr. Cain the Authority would copyright in its own name for the writer's benefit all material produced for radio, stage, screen, book or magazine except material produced on salary and not subject to author's copyright.

Other aims call for:

1. Establishment of offices in New York, Chicago, Washington and Los Angeles as well as active lobby liaison at Sacramento, Calif., Springfield, Ill., and Albany, N. Y.
2. Keep accurate records of copyrights and transactions for members.
3. Clearing all deals and advising members of legalities.
4. Lease, but never sell rights under the copyright.
5. Prosecute writer's case in court in capacity of copyright holder.
6. Furnish competent field representatives to deal with networks, stations, movie studios etc. where writer's rights have been infringed.
7. Prepare new copyright law and active support to insure its passage.
8. Fight to promote writer's rights.
9. Financing would come from service charge of approximately 1% against all firms doing business with AAA on each transaction. Ultimate aim would be percentage of audited gross of every network, radio station, book publisher etc. for pooling and division among members or setting aside for the future security.

This plan has been approved in principle by Radio Writers Guild and Screen Writers Guild with detailed study to be handled by committees. A spokesman for radio writers said that no careful study could possibly be concluded before first of year.

Although some decisive opinions have been expressed regarding plan, key radio executives in Hollywood are not alarmed. To begin with, they emphasize this is only a plan and still to be developed. Assuming it is developed two legal questions remain, they point out. These involve anti-trust character of proposal as well as its encroachment upon freedom of speech and thought.

There is an implicit threat of monopoly, expressed in Mr. Cain's remarks. "The writer will send all works to the Authority to be copyrighted in its name for his benefit. The Authority will then say 'we shall copyright for assignment no works except from writers who have become members of the proper guild (screen writers, radio writers, dramatists and authors).'

"This will take care of the outlaw contributors who became so menacing to ASCAP at the time of its fight with the radio studios. It will also say we shall lease no rights except to lessors who comply with the basic arrangements of the guilds. The SWG and RWG will say 'we shall permit our writers to work on no material not leased through the Authority' and this will compel every writer in the country hoping for picture or magazine sale to send his work to the Authority for copyright before the magazines or publishers get it."

Finality of this opens question of the young writer's chances. To this, RWG explains that its rolls are open to any radio writer. Therefore, they reason, only man excluded is the man who excludes himself by refusing to join.

# Tuhy Planning to Open Law Firm in Washington

STEPHEN TUHY Jr., former FCC attorney and for the past two years with Hayes & Hayes Washington law firm, last week announced he would open his own law offices specializing in radio and related fields effective Sept. 1. Offices will be at 407 Albee Bldg.

Mr. Tuhy

Prior to joining the Hayes & Hayes firm, which specializes in both tax and radio law, Mr. Tuhy for eight years was with the FCC as a trial attorney in broadcasting.

# Named to New Post

JOSEPH L. RAUH Jr., former FCC general counsel in charge of broadcast division and staff officer to General MacArthur during the war, last week was named general deputy to Housing Administrator Wilson W. Wyatt. Mr. Rauh, who was appointed to the FCC post succeeding William C. Koplovitz, now in private practice in Washington, resigned from the Commission May 27, 1941.

# *GOODYEAR TAKING GRID VIDEO SERIES*

GOODYEAR Tire & Rubber Co., Akron, will make its television debut Sept. 21 when it sponsors the first of a series of video pickups of seven of the Army's football games telecast on WNBT New York. Series will include five games from West Point, starting with the Villanova game and including contests with Oklahoma, Cornell, Columbia and West Virginia, and two games from New York, with Duke and Notre Dame. Games from West Point will be brought to New York for broadcast via a special relay system. Series was arranged by N. W. Ayer & Son, New York.

# Hearings Overlap Convention Dates

## Denny Recommends Change To Avoid Conflict

CHARLES R. DENNY Jr., acting chairman of FCC, has recommended that the Los Angeles FM hearings be postponed to avoid conflict with the NAB Convention. His recommendation was made following conferences with A. D. Willard Jr., NAB executive vice-president.

Broadcasters had pointed out that the new hearings calendar (see alphabetical listing of all hearing cases on page 35) schedules 18 FM applications for hearing in Los Angeles from Oct. 14-25, while NAB's first convention since 1942 will be held in Chicago Oct. 21-24.

William B. Ryan, vice president and general manager of KFI Los Angeles, one of the FM applicants, is an NAB district director. Broadcasters thought that some if not all of the other applicants would want to attend the NAB Convention whether they are members or not, particularly in view of the FM panel in which FCC Acting Chairman Charles R. Denny Jr. will participate.

Chronological listing of some of the hearings on the calendar follows:

Sept. 5-6—Long-pending applications of KQW San Francisco to increase from 5 to 50 kw on 740 kc and KSFO San Francisco to change from 560 to 740 kc and go to 50 kw, both directionalized fulltime. Place: Washington.

Sept. 9-13—Philadelphia FM: WDAS Amalgamated Broadcasting System; Crescent Broadcasting Corp.; Unity Broadcasting Corp. of Pa.; Percy B. Crawford; Independence Broadcasting Co.; Patrick Joseph Stanton. Place: Philadelphia.

Sept. 16—WHLS Renewal. Place: Washington.

Sept. 16-20—FM: Yankee Network, Travelers Broadcasting Service Corp., Harry F. Guggenheim, Harold Thomas and Bridgeport Herald Corp., all of Bridgeport, Conn.; Danbury (Conn.) Times-News Co., and Western Connecticut Broadcasting Co., Stamford. Place: Bridgeport.

Oct. 1—WBAL Baltimore, renewal. Place: Washington.

Oct. 3-4—Toledo television: Fort Industry Co., Toledo Blade Co. Place: Toledo.

Oct. 7-9—Don Lee Broadcasting System renewals: KGB KDB KFRC KHJ Place: Los Angeles.

Oct. 9—KROD El Paso assignment of license. Place: Washington.

Oct. 10—WJBW New Orleans renewal. Place: New Orleans.

Oct. 14-25—FM: KFI, Standard Broadcasting Co., ABC, Consolidated Broadcasting Corp., Times-Mirror Corp., UAW, Hughes Tool Co., Los Angeles Broadcasting Co., Radio Broadcasters Inc., Echo Park Evangelistic Assoc., Unity Broadcasting Corp., KMPC, and Cannon & Callister Inc., all for Los Angeles; CBS and Hollywood Community Radio Group, for Hollywood; Southern California Broadcasting Co. and Pacific Coast Broadcasting Co., for Pasadena; KVOE Santa Ana. Place: Los Angeles.

Oct. 21—KAND Corsicana, Tex. assignment of license. Place: Washington.

Oct. 22—WBRK Pittsfield, Mass. assignment of license. Place: Washington.

Oct. 22—Pittsburgh television: Allen B. DuMont Labs. Place: Washington.

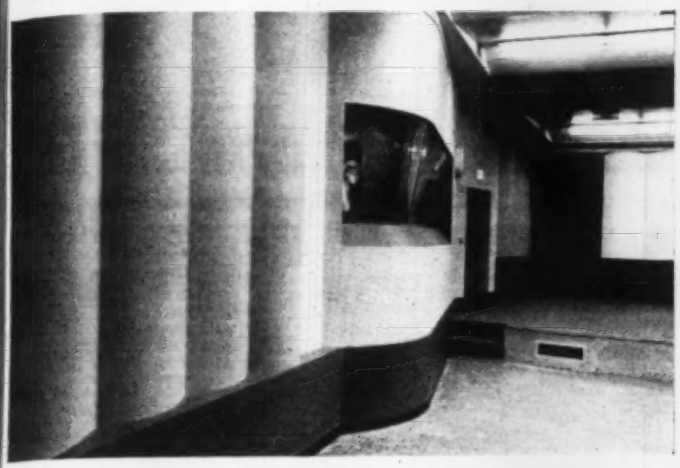
Oct. 23—WSM Nashville assignment of license. Place: Washington.

Oct. 25—WPAR Parkersburg, W. Va., sale. Place: Washington.

Oct. 28-31—Atlanta FM: Liberty Broadcasting Corp., Atlanta Journal Co., Atlanta Broadcasting Co., Wilson & Cope, Georgia Institute of Technology. Place: Atlanta.

# NEW WNEW STUDIOS COST MILLION

## Station Boasts Latest Developments in Acoustics, Design, and Scriptcasting



*Interior view of new WNEW studios.*

NEW YORK's first major postwar station development was completed last week when WNEW moved to its new quarters at 565 Fifth Ave. Broadcasting from the new studios officially began one second past midnight, August 24, with Art Ford, conducting the *Milkman's Matinee.*

In operation only 12 years, WNEW moves into its new quarters high on the list of metropolitan independents. Situated on the northeast corner of 46th Street and Fifth Ave., WNEW will occupy 50,000 square feet, of which 36,000 will be used immediately, and the rest held in reserve for development in FM and television. The station will have more than twice the space formerly occupied at 501 Madison Ave.

Fellheimer and Wagner, architects and engineers, designed the new WNEW studios at an estimated cost of $1,000,000. The studio design embraces the latest electronic and acoustic developments with transmitting equipment by RCA. Acoustic design for the studios is the work of C. R. Jacobs, sound engineer of the architectural firm. He devised a blend of absorptive materials which react to sound in a fashion similar to that of a violin shell. All studio walls and ceilings are polycylindrical.

WNEW has designed its color scheme along lines of optical psychology. Through application of variegated color patterns, substance and body has been provided each of the seven studios. No two studios have the same color scheme.

The station has installed seven clocks, calibrated counterclockwise, enabling engineers to know how much time is left in each 15 minute period. These clocks are a development of WNEW's own engineering department.

Scripts are not going to be used on live shows at WNEW, according to Ted Cott, program director. The scripts will be thrown on the walls of the studios with a movie projector. This type of scriptcasting will also be used when WNEW begins telecasting.

## *CBS TAKING ADDED NEW YORK OFFICES*

CBS, effective Aug. 31, will take over the WNEW New York offices and studios at 501 Madison Ave., when the independent station vacates the 14th and 15th floors of the building and moves into its new studios at 565 Fifth Ave.

According to C. R. Jacobs, acting director of construction and building operations for CBS, the shift will be possible by Oct. 1. The five-year lease for the space was contracted a few months ago with the Gresham Realty Co. Inc.

Two of the studios on the 14th floor will be remodelled and used as non-audience studios. The rest of the studios will be removed and the space converted into offices. It has not yet been determined which CBS departments will occupy this floor.

CBS Radio Sales will move into the 17 offices on the 15th floor as a complete and integrated unit.

## KFI Honored

KFI Los Angeles has been awarded western regional award by Phi Beta fraternity, national music and drama honorary, for its *KFI Hollywood Bowl Auditions.* Program was named "Most worthwhile and outstanding radio music program in west for year of 1946." W. B. Ryan, station manager, received plaque Aug. 25 at Hollywood Bowl where *Audition* winners, Lillian Magidow and John Arnold Ford, appeared as soloists with Leopold Stokowski.

## *FIVE GROUPS SET FOR MOSCOW MEET*

FIVE U. S. communications companies will be represented by observers at the five-power telecommunications conference tentatively scheduled to be held in Moscow late next month. List of American observers is being kept down at request of Soviet government, based on shortage of housing facilities in Moscow.

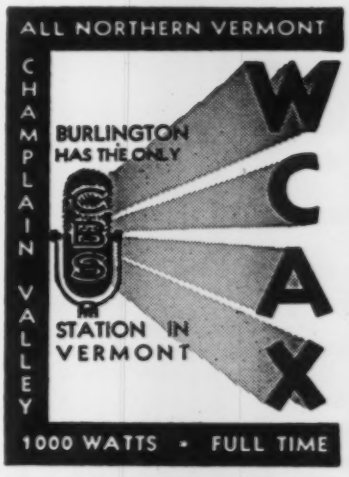
Exact date for conference cannot be fixed by Russia until formal acceptance is received from China. Originally meeting had been scheduled to start Aug. 28 [BROADCASTING, Aug. 19]. The U. S., Great Britain and France asked postponement because of difficulty in naming delegations and handling preliminary details.

Membership of U. S. delegation will be announced in near future by President Truman, who has been vacationing on the Atlantic. Francis Colt de Wolf is to be chairman of the American delegation, with FCC and other Federal agencies to be represented. Suggestion has been made at State Dept. that technical advisers attend as members of delegation.

Industry observers planning to attend meeting are F. C. Alexander, assistant vice president, for IT&T group; William G. Thompson, assistant vice president, for AT&T; Phillip F. Siling, engineer in charge of RCA Frequency Bureau, for RCA; Commodore E. M. Webster, director of telecommunications, for National Federation of American Shipping; Col. Frank P. Andrews, vice president, for Press Wireless. A. L. Budlong, assistant secretary, will attend as observer for American Radio Relay League. NAB has not indicated whether it will send an observer.

## *WABD TELECASTING INS NEWS ON TAPE*

FIRST telecasting of INS news, moving across the face of a WABD New York test pattern at the rate of 60 words a minute, got underway Aug. 19, and is currently on the air from 3 to 5 p. m. Monday through Friday. Anthony J. Pugliese, veteran reporter, desk man and editor, has been appointed special television editor for INS. Program was originally planned for a 12-2 p. m. period but at the request of servicemen who said they were at lunch then, it was shifted to 3-5 p. m. Original pickup was was with two cameras, with the picture of the moving tape that carries the news superimposed on the test pattern. To overcome a resulting loss in brilliance, however, a single camera setup is now used with the newstape running in a groove through the test pattern. Mechanical details were worked out by William McCord, Du Mont engineer, and Robert Conklin, Arthur Sullivan and Paul Sullivan, INS engineers.



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# FCC Grants 9 New Standard Stations

## Estimated Construction Cost of Outlets $137,000

GRANTS for nine new standard stations representing $137,000 in estimated construction costs were issued by FCC last Thursday.

When observers pointed out that some of the granted applications were far back on the list released by FCC the week before to show the order in which applications would be considered [BROADCASTING, Aug. 19], Commission spokesmen called attention to certain "exceptions" noted in the statement issued with the list.

One was that simple and complex applications, ordinarily kept in separate "processing lines," would be studied together if they involved mutual interference conflicts and if time will be saved by simultaneous examination. It was also pointed out that processing of some applications may be completed before work is finished on others which, although nearer the front of line, involve more complicated problems.

### Need of Further Data

Another reason for seemingly by-passing applications, it was explained, is that additional information may be needed before processing can continue on certain cases, with the result that newer cases may be completed while FCC waits for the needed data.

Three of last Thursday's grants were for 250-w fulltime stations on 1230 kc—in Yazoo City, Miss.; Thief River Falls, Minn., and Medford, Ore. Huntsville, Ala., was given a 250-w fulltime outlet on 1450 kc and Palatka, Fla. received a 250-w daytime station on 800 kc. A 1-kw fulltime station was granted for Boise, Ida. on 950 kc, and 1-kw daytime outlets were authorized for Saginaw, Mich. (1210 kc); Tarbora, N. C. (760 kc), and Douglas, Ga. (860 kc).

The grants:

Yazoo City, Miss.—Equal partnership: B. J. Barrier, wholesale gasoline and automobile business; H. T. Barrier, planter and cotton grower, and H. P. Holmes, orchestra leader. 1230 kc 250 w fulltime. Granted Aug. 22.

Thief River Falls, Minn.—Henry K. Arneson, U. S. Employment Service employe, sole owner. 1230 kc 250 w unlimited time. Granted Aug. 22.

Medford, Ore.—Medford Printing Co., publisher of Medford Mail-Tribune. 1230 kc 250 w unlimited time. Principals: Robert W. Rule, president, 89 shares; Ernest R. Gilstrap, vice president, 1 share; Herbert S. Gray, secretary, 5 shares. Granted Aug. 22.

Palatka, Fla.—Palatka Broadcasting Co. (equal partnership): J. E. Massey, Hahira, Ga. drug store proprietor and L. E. McCall, chief engineer WGOV Valdosta, Ga., proposed manager. 800 kc 250 w daytime operation only. Granted Aug. 22.

Saginaw, Mich.—Lake Huron Broadcasting Co. 1210 kc 1 kw daytime only. Principals: O. J. Kelchner, former manager of WMMN Fairmont, W. Va., and WIBC Indianapolis, now engaged in automobile supply business, Midland, Mich., 33 1/3%; William J. Edwards, former KMTR Hollywood newscaster, 33 1/3%; Howard H. Wolfe, employed in radio section, public relations department of Veterans Administration, Washington, D. C., and formerly program director WIRE Indianapolis, 33 1/3%. Granted Aug. 22.

Tarboro, N. C.—Tarboro Broadcasting Co. 760 kc 1 kw daytime operations only. Principals: V. E. Fountain, engaged in real estate and life insurance business, president, 25%; R. M. Fountain, Mayor pro tem of Tarboro, attorney and real estate, vice president, 25%; John C. Hanner, former program director WRAL Raleigh now in radio sales and service business, secretary-treasurer, 25%; Sidney W. Stanton, Army veteran and college student, director, 25%. Granted Aug. 22.

Douglas, Ga.—Downing Musgrove, solicitor of County Court and maintenance director of State Highway Department and one-third owner T. J. Johnston & Co., leasee of timber, sole owner. 860 kc 1 kw daytime only. Granted Aug. 22.

Huntsville, Ala.—Huntsville Broadcasting Co. (equal partnership): Lauren Mickle, engineer employed by McNary & Wrathall Co., Washington, D. C.; John Garrison, chief engineer WBHP Huntsville, and Joe S. Foster, 55% owner Double Cola Bottling Co., Huntsville. 1450 kc 250 w unlimited time. Granted Aug. 22.

Boise, Idaho—Queen City Broadcasting Co., licensee of KIRO Seattle, 950 kc 1 kw, using a directional antenna fulltime. Principals: Louis K. Lear, president and treasurer, president of Green State Bank, Seattle, 10%; Sam Hass, 1st vice president, Collector of Customs, Port of Seattle, 54%; John Hagen, vice president, president Troy Laundry; Paul Appleby, vice president; John F. Sinclair, 10%; Fort Industry Co., licensee of WSPD Toledo, WAGA Atlanta, WGBS Miami, WWVA Wheeling, WHIZ Zanesville, WLOK Lima and WMMN Fairmont, 10%.

## *PW IS ASKING LINES FOR PROGRAM PLAN*

APPLICATION for authority to acquire and operate additional leased wire lines between Washington, D. C. and New York, for use in its proposed domestic program transmission service, was filed with FCC last week by Press Wireless.

PW asked for permission to establish two Class A broadcast lines which would be used to feed Washington-originated material to New York, for transmission to individual stations for rebroadcast if the program service plan is approved.

The proposal [BROADCASTING, April 8, 15] is pending before FCC. An 11-day, FCC-authorized test in May, PW reported, demonstrated that commercial programs may be transmitted successfully without land lines. Shortwave transmissions of programs to stations in various areas of the U. S. were described as "preponderantly successful" and "even the moduplex and relay transmissions were, in the majority, received with quality suitable for rebroadcast" [BROADCASTING, June 3].

WFLA Tampa trophy for outstanding American Legion baseball player in Tampa this year goes to "Dud" Rushing (l). Tom Mathews, (c) WFLA news and sports editor, makes presentation, while Vince Grannell, Rushing's coach, watches.

## U. S. Court to Hear WQXR-KPMC Case

### Appeal Is Made of Washita Grant on 1560 kc

APPEAL from FCC's Aug. 1 decision which granted without hearing the application of Washita Valley Broadcasting Co. for a new 250-w local outlet on 1560 kc at Chickasha, Okla., is to be filed in U. S. District Court of Appeals for the District of Columbia by Loucks & Scharfeld, Washington legal counsel for WQXR New York and KPMC Bakersfield, Calif., the Commission was informed last Wednesday.

Rights the U. S. "might allege for I-B operation" on 1560 kc at coming conference for revision of NARBA are lost under the decision, according to the appeal which also maintains that the grant was erroneous in that it predetermines without hearing "action to be taken as the result of the clear channel" proceedings and "nullifies any other action which might have resulted from testimony adduced" at such proceedings.

Appeal claims WQXR and KPMC either with their present or proposed facilities would receive interference from the new operation. WQXR, now on 1560 kc with 1 kw, has application pending for 50 kw. KPMC, now using 1 kw on that assignment, is asking boost to 10 kw.

The appeal asserts the FCC decision "is erroneous as a matter of law insofar as it rests upon the finding that 'Classification of either Station KPMC or WQXR as I-B stations would be in derogation of Cuba's I-B priority to use of frequency 1560 kc under NARBA, since the Commission's Rule 3.25(b) authorizes I-B operation on 1560 kc pursuant to the provisions of NARBA."

Appeal also claims the Commission erred in denying appellants petitions for review of the Washita grant without a hearing which would permit KPMC and WQXR opportunity to present their cases.

## Du Pont Renews

E. I. duPONT de NEMOURS & Co., New York, following summer lay-off Aug. 26 resumes *Cavalcade of America* on 143 NBC stations, Mon. 8-8:30 p. m. (EDST). Paul Lukas will star in opening drama, "Passport to Freedom." Agency is BBDO, New York.

# Allens Giving Up Multiple Holdings

### Withdraw Interest in WBTM And WSLS; Keep WLVA

EDWARD A. AND PHILIP P. ALLEN, substantial stockholders in WBTM Danville, WSLS Roanoke and WLVA Lynchburg, Va., are disposing of their interests in WBTM and WSLS.

Their resignation from management of Piedmont Broadcasting Corp. and Roanoke Broadcasting Corp., respective licensees of WBTM and WSLS, was said to be promoted by a conclusion on their part that "under present circumstances it would be in the public interest" for them to liquidate their stockholdings in the two stations. The two brothers will continue to retain controlling interest in WLVA.

In addition to severance of the Allen holdings in WBTM and WSLS, the three stations have voted to dissolve the Tri-City Stations Assn. WBTM, WSLS and WLVA have been represented under the single management of the Tri-City network in the field of national and regional advertising. All net profits of the association were distributed equally among the three stations.

Sale of the Allen stock in WBTM has already been consummated, with the bulk going to present stockholders. Stock in WSLS—approximately 40%—has been offered for sale to present holders of stock in the station, with second choice going to local corporations.

Reorganization of stock holdings in the two stations was divulged in petitions submitted to FCC in connection with WBTM's efforts to change from local to regional status, but details of the transactions were not disclosed.

WBTM, seeking to move from 1400 to 1390 kc, has been given a tentative denial, proposed grants going to WCSC Charleston, S. C. for an increase from 1 to 5 kw on 1390 kc and to Old Dominion Broadcasting Corp. for a new 1-kw full-time station on the frequency at Lynchburg. The latter, FCC said, would add a "new competitive" service in the areas served by the three stations with which the Allens were associated.

WBTM subseqently filed a motion to amend to 1250 kc which was granted by Motions Commissioner Rosel H. Hyde. The Commission set the action aside for further consideration, however, after Virginia-Carolina Broadcasting Corp. reported that it had had an application for 1250 kc at Danville pending since last October but had been given no notice of WBTM's efforts to change to that frequency. Commissioner Hyde then reversed his earlier ruling, asserting that a grant of WBTM's petition would "not conduce to a fair and equitable handling of applications . . ."

Now pending are a WBTM petition for Commission review of action on the motion, and a counter-petition of Virginia-Carolina asking that Commissioner Hyde's action be sustained.

WBTM is represented by John H. Midlen and William Thomson of the Washington law firm of George O. Sutton. Maurice M. Jansky of Loucks & Scharfeld, represents Virginia-Carolina.

## FM Promotion

URGING radio set buyers to purchase only combination AM-FM receivers, WGH Newport News, Va., has launched a vigorous FM promotion campaign, featuring full-page newspaper advertisements. Greater the demand for the sets equipped with FM, the lower the cost at which they can be built and sold, the campaign points out. WGH will duplicate its AM broadcasts on FM as soon as its FM station gets on the air, Raymond B. Bottom, president, announced.

## KTRN's FM Promotion Draws Wide Attention

EDITOR, BROADCASTING:

Thanks for the excellent write-up on KTRN [BROADCASTING, Aug. 12].

We have received letters from all over the country asking for tear sheets and more information on the campaign. Our tear sheets are exhausted, but we don't want to turn any one down, so we are re-printing all our promotional material in the form of a four page broadside. Anyone who wants one can have it.

Attached is a tear sheet from the Sunday Times that might interest you.

W. W. Robertson
Station Manager
FM Station KTRN
Wichita Falls, Tex.

Aug. 20, 1946.

## IBM Device Translates Seven Varied Tongues

RADIO DEVICE which delivers simultaneous translations in seven different languages was used for the first time Aug. 17 at a world teachers conference at Endicott, N. Y.

Distinctive feature is the individual, lightweight radio set, equipped with earphones and an aerial permanently embedded in the shoulder strap, which each hearer wears. He can thus move about the room freely as long as he remains within the loop of an antenna wire circling the auditorium.

Previous system, used at the German and Japanese war crimes trials and various conferences for 15 years, employed wired circuits. International Business Machines is the manufacturer of both.

# CPs Go to Eight Applicants for FM

### Total Granted to Present Time Reaches 223

EIGHT FM applicants were granted regular construction permits by FCC last Thursday, pushing the total to 223. In a ninth case, a regular permit was awarded WFBC Greenville, S. C. (AM station) in lieu of conditions attached to the permit granted previously.

Six of the grants were for Class B and two were for Class A stations. All but two of the grantees are affiliated with standard stations either as licensees or through interests of individual stockholders.

The Commission also announced that it had amended its Rules to incorporate the new policy of withholding from assignment for one year every fifth Class B channel allocated to an area. The amendment adds the following Subsection (c) to Sec. 3.204, Part 3. Subpart (b):

> For the period ending June 30, 1947, one out of every five Class B channels tentatively indicated as available to an area shall be withheld from assignment: Provided, however, that the withholding shall apply only to those areas to which at least five Class B channels have been so assigned.

Grants authorized last week were as follows (AM affiliation shown in parenthesis; power is effective radiated power and antenna height is height above average terrain):

WIBM Inc. (WIBM), Jackson, Mich.—Class A; 105.9 mc (Channel No. 290); 500 w; 305 feet.

Portsmouth Radio Corp. (WSAP), Portsmouth, Va.—Class B; 94.7 mc (No. 234); 29.6 kw; 350 feet.

Alamance Broadcasting Co. (WBBB), Burlington, N. C.—Class B; 101.3 mc (No. 267); 34 kw; 410 feet.

Cowles Broadcasting Co. (KRNT), Des Moines, Iowa—Class B; 101.7 mc (No. 269); 158 kw; 745 feet.

Lamar Life Insurance Co. (WJDX), Jackson, Miss.—Class B; 101.5 mc (No. 268); 69 kw; 580 feet.

Saviers Electrical Products, Reno, Nev.—Class A; 104.3 mc (No. 282); 530 w; 970 feet.

Owensboro Broadcasting Co. (WOMI), Owensboro, Ky.—Class B; 92.3 mc (No. 222); 20 kw; 500 feet.

Freeport Journal-Standard Publishing Co., Freeport, Ill.—Class B; 102.1 mc (No. 271); 9 kw; 235 feet.

*The Greenville News-Piedmont Co. (WFBC), Greenville, S. C.—Class B; 92.9 mc (No. 225); 160 kw; 1120 feet.

*In lieu of conditions previously authorized.

## Sherman Amsden Plans N. Y. Radiopaging Tests

A ONE-WAY radiopaging service is planned by Sherman C. Amsden who was granted an experimental Class 2 station for general mobile carrier development by FCC last week. Tests will be conducted in vicinity of New York City.

Subscribers to Mr. Amsden's service would be assigned a code number and at stated intervals would listen for their signal on the vest-pocket-size device. If they heard their number, they would know they were wanted on the telephone. They would then call a designated number for the message. The proposed service is for doctors and other professional men.


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RADIO STATION REPRESENTATIVES
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Irene Cook, Women's Editor
For Availabilities, see Jos. H. McGillvra, Inc.
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KGER
OWNED by MERWIN DOBYNS

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

## *CBS AND TWO UNIONS APPEAL NLRB CASE*

EXCEPTIONS were filed last Thursday by CBS and two unions to the report handed down on Aug. 15 by the regional office of the National Labor Relations Board on the CBS white collar workers challenged votes of the union representative election [BROADCASTING, Aug. 19].

The two unions are the United Office and Professional Workers of America (CIO) and the International Alliance of Theatrical Stage Employes (AFL). Exceptions to the report were sent to the National Labor Relations Board in Washington for a final ruling. The regional board had ruled that 16 of the 23 challenged ballots could be opened and counted.

The filing of the exceptions once again delays the counting of the ballots to ascertain the results. UOPWA needs about five more votes to win the election.

### Agreement Made

THE FOUR network representatives met last Wednesday with representatives of the International Alliance of Theatrical and Stage Employes to negotiate a new contract for studio stage hands. Group came to an agreement, which was to be presented to the union last night (Sunday) for approval. Current contract runs until Aug. 31.


*Hon. F. W. Ferrin*
*Leo Burnett Co.*
*Chicago, Ill.*

*Dear Frank:*

*I sure am glad that we don't have elections every month down here. During the primaries a couple of weeks ago, we took off regular evening programs to bring our listeners the latest election returns from seven key cities in the State. This is the first time a State network of stations had been combined to cover an election. Naturally, this took a lot of extra work, preparing the broadcasts, engineering and clearing time, but the whole operation went off as smooth as a pair of Myrt's nylons. 'Course that's to be expected from WCHS!*

*Yrs.*
*Algy*

**WCHS**
**Charleston, W. Va.**


# Press Wireless-ACA Strikers Return to Work; 46 Reinstated

THE TWO WEEK strike of 300 members of the American Communications Assn. protesting the laying off of 46 ACA members by Press Wireless Inc. ended last week. Picket lines around the offices of Prewi at 1475 Broadway were withdrawn at 8:15 Tuesday night and the union took steps to resume normal service.

The decision of the union to return resulted when Arthur S. Meyer, special arbitrator of the United States Mediation Service, and chairman of the New York State Board of Mediation, declared that the ambiguity of a clause in their contract providing for consultation among the parties before any layoff led him to conclude that "neither side" had the right to take unilateral acton in the matter of layoffs.

**Must Reinstate Men**

In effect, Mr. Meyer's decision provided that Press Wireless must reinstate the forty-six men with retroactive pay to Aug. 7, the day the strike began. On Friday, arbitration began in the offices of the State Board of Mediation, 250 West 57th St. with Mr. Meyer attempting to decide whether 300 other workers who went on strike also should receive retroactive pay for the period of the walk-out.

The other issue is whether the number of layoffs ordered by the company and the proposed downgrading that would result were justified under the company's present operating schedule. It was understood that Mr. Meyer slighted the question of what constituted "unilateral action" on the part of the union on the ground that it was something he should not have been asked to decide. His feeling was said to be that the issue of primary concern was whether the company was justified in taking unilateral action.

Union President Joseph P. Selly in commenting on Mr. Meyer's decision said: "The union is naturally gratified that the arbitrator has decided in its favor . . ." He added that the ruling was justification of the union's contention that arbitration should have preceded the layoff.

A. Warren Norton, president of Press Wireless said it had been the desire of the company to submit the issues to proper arbitration.

The peace was negotiated during an all-night meeting Aug. 17 by a U. S. Conciliation Service panel headed by Frederick R. Livingston of the Washington office of USCS. The meeting culminated in the signing of the agreement at 5:45 a.m. Sunday. By 2 p.m., Sunday union's strike-strategy committee voted unanimous approval. "Both sides seemed satisfied with the terms," said Mr. Livingston in Washington headquarters last week.

International communications, with the exception of Press Wireless, were restored to normal almost immediately after the strike's end. By Wednesday Press Wireless was also functioning again.

## *NO RADIO LOBBY REGISTERS TO DATE*

WHETHER Federal Regulation of Lobbying Act would affect the broadcasting industry remained uncertain last week as registration began under the newly-enacted legislation.

Offices of the Clerk of the House and Secretary of the Senate had received "several hundred" requests for registration blanks. None was from anyone apparently connected with radio, however, according to James D. Preston, clerk to the Secretary of the Senate, and H. N. Megill, Assistant Clerk of the House.

Both sources said they expected heavier registration when Congress convenes. It was pointed out that potential lobbyists could delay registering until legislation of interest to them comes up for action.

Anyone who accepts remuneration for the purpose of influencing legislation must register, according to the act. Quarterly financial reports are required from registrants.

## Gerl to Appeal Order On Child-Labor Charge

JOSEPH GERL, president of Sonora Radio and Television Corp., Chicago, said he would appeal "immediately" an order requiring the company to pay $7,980 damages to the government for having "knowingly employed" child labor.

The original decision, upheld by Secretary of Labor Schwellenbach, was made by the administrator of Wage and Hour and Public Contracts division of the U. S. Dept. of Labor, which found the corporation had employed 24 girls between the ages of 16 and 18 on government contracts in violation of the labor laws.

Mr. Gerl said his attorneys had advised him the order would be reversed on the basis that the women were actually employed by the government during the wartime emergency.

## Rexall Resumes

THE *Durante-Moore Show*, feauring Jimmie Durante and Gary Moore, sponsored by United-Rexall Drug Co., Los Angeles, returns to the air, Sept. 13 in its regular period, Fri. 9:30-10 p. m. on CBS. Summer replacement, Wayne King, goes off Sept. 6. Agency is N. W. Ayer & Son, N. Y.

## STATIONS AID
### Conciliation Service Thanks Industry for Help

IN APPRECIATION of New York stations' use of an emergency announcement urging union members to attend the ratification meeting scheduled at 7 p. m. Sunday, Aug. 18, Edgar L. Warren, director of the U. S. Conciliation Service, sent a letter to a number of radio stations that used the message.

Announcement was included in the first to go out over Press Wireless following negotiations. It was issued by Frederick L. Livingston of the Washington office of USCS, and addressed to radio news editors.

"As a result of the stations' cooperation," Mr. Livingston told BROADCASTING, "over 200 union members were present. The presence of that highly representative number made it possible to vote on ratification, and speeded up the strike's end."

The letter sent to stations stated:

"I wish to take this opportunity to thank your station for its cooperation pursuant to the request of Frederick R. Livingston of my staff in announcing the emergency ratification meeting called on short notice Sunday, August 18, by the American Communications Association. Use of radio made it possible to speed ratification of the agreement worked out by Press Wireless Inc. and the Union and thus shorten the tie-up of international press traffic.

"You will be interested to know that responding to the broadcast announcements, more than two-thirds of the employees participated in the ratification meeting only three hours after the settlement was reached."

## Five Join ABC

FIVE NEW affiliates, four of them located in Idaho, Oct. 1 join ABC, the network announced last week [CLOSED CIRCUIT, Aug. 12]. New affiliates: KBIO Burley, 250 w 1400 kc, managed by Edward Jansen; KGEM Boise, 250 w 1340 kc, managed by Fentress Kuhn; KEIC Pocatello, 250 w 1450 kc, managed by James Brady; KLIX Twin Falls, 250 w 1340 kc, managed by Frank McIntyre (all these are in Idaho and will be known as the Idaho Group); WRHP Tallahassee, Fla., 250 w 1450 kc, managed by Frank W. Pepper.


BEST 50,000 WATT BUY OF THE WEEK

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Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.

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# Dept. of Justice to Review U. S. Brief in Petrillo Case

THE Dept. of Justice will review the Government's brief in the trial of the U. S. vs. James C. Petrillo, before it is formally submitted to the U. S. District Court, Northern Illinois District, Sept. 19, William J. Connor, assistant to District Attorney J. Albert Woll, told BROADCASTING last week. He outlined legal maneuvers to be taken before the case goes to the Supreme Court.

Should Judge Walter LaBuy find in favor of the Government, the U. S. District Attorney's office will ask for an immediate trial on the merits of the case. This trial may be conducted before a jury or as a bench case. Counsel for Petrillo in Chicago indicated he would waive a jury trial in favor of the bench procedure, inasmuch as a jury could argue only the facts of the case and not the question of the constitutionality of the Lea Act itself.

If Petrillo is successful in obtaining a victory in his motion to dismiss the Government's bill of information against him, the U. S. District Attorney's office will appeal directly to the Supreme Court for a decision on the constitutionality of the Lea Act.

No such course is open to Petrillo in event the court sustains the Government's arguments.

Should this happen, the next step of the defense would be an appeal to the U. S. District Court of Appeals on the ground that the court erred in its findings, or that testimony submitted by the Government in support of the constitutionality of the Lea Act was in contradiction to the Bill of Rights.

If the Court of Appeals decides in favor of the defendant, the Attorney General's office will call on the Supreme Court for a decision. If the Court of Appeals supports the lower court's decision in favor of the Government, the defense then has the right to appeal to the Supreme Court.

Regardless of the outcome, little possibility is seen that the Petrillo case, first to test the constitutionality of the Lea Act, will come before the Supreme Court before 1947.

Meanwhile, Mr. Connor said Mr. Woll, now on vacation, had received no word from U. S. Attorney General Tom C. Clark relieving him from the prosecution of the Petrillo case. Action was initiated June 10 as a result of the AFM president's action in calling a strike against WAAF Chicago.

Until such time, he declared, Mr. Woll will continue to supervise the Government's prosecution.

# Retail Tube Price Is Increased 20%

### OPA Also Publishes New List For Radio Parts Makers

A 20% INCREASE in the retail price of radio tubes as ordered by the OPA effective last Friday will be felt by consumers, with the increase passed on to them. Under previous set-up distributors and dealers had been required to absorb the 20% increase granted manufacturers May 2.

Prior to last Friday's action, the distributor absorbed 4% of the increase, and the dealer 16%. As a result of the new amendment to Order 619, MPR 136, the distributor's prices are increased 4% and the dealer's or retailer's prices increased 20%.

At the same time, OPA published a new price list for increase factors on materials for manufacturers. The list is to be used by manufacturers of radio parts when the manufacturer requests OPA for a price adjustment. It is based on the amount of increase in materials cost.

Total increase cost for radio parts over the base period includes: Cabinets (metal, stamped), 21%; cabinets (plastic), 10%; cabinets (wood, including fabric and leather construction on wood base), 21%; capacitors (fixed, all types except mica), 26%; chokes, 16.1%; coils and windings, 27%; condensers (variable, all types), 35%; electric phonographs, or phonograph recorders or radio-phonograph combinations, parts and subassemblies, 20%; packing materials, 33%; resistors (fixed), 9.5%; resistors (variable), 17.5%; sockets, 15%; speakers and speaker parts, 30%; switches, 20%; transformers (radio power and audio) 33%; tubes, 27.5%; vibrators, 22%.

### Rodeo Televised

PARAMOUNT video station W6XYZ was to have televized the rodeo from Los Angeles Coliseum yesterday (Aug. 25), relaying pictures to station's transmitter on top of Mt. Wilson by an experimental relay of Bell Telephone Co., while sound travelled by wire to studio on Paramount lot and was radioed from there to Mt. Wilson.

# RMA Hopes to End Receiver Ceilings

### Representatives Hold Meeting With Price Officials

WITH radio set production running ahead of pre-war rates, Radio Manufacturers Assn. has started an active campaign to remove receivers from OPA controls. Action was taken last week after a meeting of RMA representatives with OPA officials, just a year after repeal of the War Production Board wartime ban on civilian set production.

Joint action by RMA elements is planned, under terms of the OPA extension law, with the three OPA industry advisory committees—sets, tubes and parts—cooperating in developing facts on production, inventories and sales. Formal decontrol petitions will be filed.

RMA committees must show that complete lines of receiver models are being produced, that manufacturers are filling orders promptly, and that distributors and dealers have balanced stocks on hand in order to qualify for decontrol. Decontrol action can be taken only when supply and demand are in approximate balance, according to OPA officials.

R. C. Cosgrove, Crosley Corp., president of RMA, said radio set production, already above prewar levels in unit volume, "will probably increase this fall as well as attain a better balance between the suppy of consoles and table model receivers. We believe that the industry can make a strong case for decontrol at the earliest opportunity."

It is unlikely OPA can hand down a decision for several months due to detailed data required and lengthy procedures involved.

The OPA set advisory group also will seek a liberalized reconversion formula under which sets have been priced since last November along with any relief available under the new OPA act which permits substitution of 1940 price base for current October 1941 base in calculating manufacturers' prices.

Mr. Cosgrove is chairman of the OPA Set Advisory Committee; M. F. Balcom, RCA, is chairman of the Tube Advisory Committee, and R. C. Sprague, Sprague Electric Co., is chairman of the Parts Advisory Committee. Messrs. Balcom and Sprague have been invited by OPA to attend a Sept. 9 meeting of advisory committee chairmen under the OPA Machinery Branch.

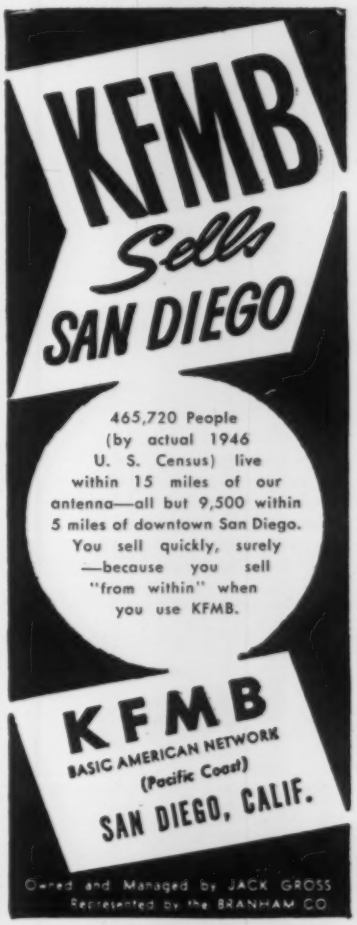
OPA is expected to issue shortly new regulations setting forth the methods by which an industry can seek decontrol. Another meeting of the set advisory group will be called after the rules are issued.

RCA has announced the development of a radio receiver scaled down for placement on the instrument panel of small private planes. Receiver is all-purpose, covering radio range, weather and traffic control band.

## WXYZ Manager

TRYING IT ON for size—James G. Riddell, newly appointed general manager of WXYZ Detroit, sits in his former boss's chair while retiring manager, H. Allen Campbell, points to some unfinished correspondence. Sixteen years ago Mr. Riddell joined WXYZ as a clerical assistant. He was commercial manager under Mr. Campbell up to the time the station was purchased by ABC Aug. 2. Mr. Riddell takes over active management Sept. 2. Mr. Campbell will continue to represent King-Trendle Broadcasting Corp., and the newly formed Central Broadcasting Corp.

FRED CLAIR, chief engineer of WSAP Portsmouth, Va., is the father of a boy, Joseph Frederic.

## *VIDEO COMMITTEE MEETS IN CHICAGO*

SECOND MEETING of Electrical Assn. of Chicago Television Committee last Wednesday drew promises from a score of set manufacturers to allocate 20% of their video receivers to the Chicago area. Plans for Chicago's first television exposition were drawn up with the date set for sometime in late winter or early spring, contingent upon ability of manufacturers to meet distribution quotas.

Committee of manufacturers to work out details of proposed exposition was appointed. Chairman of this committee is E. H. Vogle, vice president in charge of sales, Farnsworth Television and Radio Corp. R. A. Graver, vice president and radio director of Admiral Corp., and H. A. Renholm, Chicago regional manager of RCA, are vice chairmen.

Invitations will be extended to broadcasters and agencies to nominate members for other committees to cooperate in drive to make Chicago television conscious. The manufacturers present at the meeting indicated Chicago would get receivers no later than New York and other metropolitan areas and that "at least 5,000 receivers should be available by the first of the year."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**Complete West Texas Coverage**

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**KRBC - KBST**

ABILENE BIG SPRING

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For Low Combination Rates
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## Canadian Control

(*Continued from page 18*)

ada might not lose them and that no agency except the CBC would be permitted to do so. Therefore, they should have realized at all times that the wavelengths would at some time be taken over by the corporation (CBC)."

The committee pointed out that the station owners were not being refused licenses to broadcast, nor were their stations being expropriated.

"They (the affected stations on frequency change) will still have the opportunity to broadcast and it is the policy of the CBC to assist them in discovering the best wavelength possible for their use," the report stated.

Stations affected are CFRB Toronto, 860 kc, which will likely shift to 1550 kc or 1010 kc, two of four frequencies offered it; CFCN Calgary, 1010 kc, which will shift to 1060 kc, and CKY Winnipeg, 990 kc, Manitoba government-owned station, which has been advised to shift to 1080 kc, but whose status under new government policy disallowing provincial governments or their corporations to own broadcasting stations is still unknown. CFRB and CFCN will be allowed to retain 10 kw, which is twice ceiling on other private stations, and CKY is 15 kw. CKY can either be sold to private interests or to the CBC.

By recommending unlimited financing by Parliament to the CBC it will be possible for the CBC immediately to go ahead with its expansion plan of 50 kw stations for CJBC Toronto, moving to 860 kc from 1010 kc; for new 50 kw stations at Winnipeg and Red Deer, Alta.; increasing CBJ Chicoutimi to 10 kw, and other increases as outlined in CBC long range AM expansion plan [BROADCASTING, Aug. 12]. Under new plan for listener license fees CBC will obtain about $300,050 more annually, for a total of about $4,300,000 based on the last fiscal year. The general Canadian treasury will stand the $300,050 collection and administration costs for the listeners licenses.

A possible second French network was recommended to give French listeners the alternative listening now available to English language broadcasting with the Trans-Canada and Dominion networks.

A bill with the recommendations is to be placed before the House of Commons at Ottawa this week, and opportunity to debate the recommendations will then be given.

## Writing Courses

RADIO WRITERS GUILD of Chicago took its first step to carry out a resolution made several months ago by announcing a series of lectures on radio writing to start Oct. 2. The courses, to be taught by well known Chicago writers, will cover all types of radio writing.

# Request Filed for WORL Sale To Bitner, Perri for $200,000

APPLICATION for FCC consent to the sale of WORL Boston to Laurence S. Bitner and Dominic J. Perri for $200,000 before adjustments [CLOSED CIRCUIT, Aug. 19] will be filed Aug. 26. Sellers are Harold A. LaFount, general manager of the Arde Bulova stations, and Sanford H. and George Cohen, New York attorneys.

WORL, a 1-kw daytime outlet on 950 kc, is now on temporary license. The Commission last fall proposed to deny renewal of license, charging misrepresentation in financial reports filed with FCC [BROADCASTING, Oct. 29], but final decision on the case has not been issued.

The proposed sale is to Bitner Broadcasting Co., owned equally by Mr. Bitner, who resigns Sept. 1 as vice president of William Filene's Sons Co. in Boston after more than 26 years with the company, and Mr. Perri, organizer, treasurer and general manager of American Guaranty Corp., Boston. Arthur C. Sullivan, attorney, a director of WLLH Lowell and WLAW Lawrence, Mass., is secretary but has no stock in the firm.

Mr. Bitner is a brother of Harry M. Bitner, an owner of WFBM Indianapolis and WFEA Manchester, N. H. Another brother, Lynn M., is general manager of WENY Elmira, N. Y.

Sales price is $200,000 plus quick assets and receivables not exceeding an additional $100,000. Messrs. Bitner and Perri paid $50,000 upon signing the contract and rest is to be paid on date of closing. Contract stipulates that it will terminate if FCC has not given approval within 120 days of filing, and sellers have an option to cancel if Commission consent is not given within 90 days.

All preferred and 40% of common stock of the present WORL licensee, Broadcast Service Organization, is owned by Mr. LaFount, a former member of the Federal Radio Commission. Sanford H. Cohen owns 40% of common stock and George Cohen owns 20%. Their reason for the sale, according to the application, is that Messrs. Bitner and Perri are residents of Boston and will be able to devote more time to the station.

The purchasers contemplate an expansion of public service programming, with an overall program ratio of 71.28% commercial to 28.72% sustaining.

Andrew G. Haley and Philip M. Baker are Washington counsel for Bitner Broadcasting Co. Fisher & Wayland, Washington, represent the present owners of WORL.

## *BMB's First Publication Shows 99% Of Families In 19 Cities Own Radios*

IN 19 U. S. CITIES 99% or more of the families own radios, according to *Radio Families—USA —1946*, Published today by Broadcast Measurement Bureau, first publication to carry the BMB imprint.

An extension of state data released earlier by BMB [BROADCASTING, May 20, May 27, June 2], the 260-page spiral-bound book reports the total families, the percent with radio and the total radio families for every county in the country, for all cities of 50,000 or more population, for all cities of 10,000 or more except where they are part of the metropolitan areas of larger cities, and for all station cities. Research procedure used in developing the figures is explained in detail in one section of the book. Volume also includes 1944 Canadian radio homes figures, supplied by Bureau of Broadcast Measurement, Canadian counterpart of BMB.

Cleveland Heights, Ohio, is the top U. S. city in percentage of radio families, with 99.7%. Oak Park, Ill., is second with 99.6%. Upper Darby, Pa., third with 99.4%. Other cities in which radio ownership is 99% or better include: Evanston, Ill., 99.3%, Irvington, N. J., 99.3%, East Orange, N. J.; 99.2%; Quincy, Mass., 99.2%; Royal Oak, Mich., 99.2%; Lakewood, Ohio, 99.1%; Newton, Mass., 99.1%; Pontiac, Mich., 99.1%; Two Rivers, Wisc., 99.1%, and seven cities with 99%: Cicero, Ill., Dearborn, Mich., Glendale, Calif., Holland, Mich., Neenah, Wisc., North Plainfield, N. J., Racine, Wisc.

Each BMB subscriber and each member of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers will receive one complimentary copy of the report, with additional copies for sale at $5 each.


**WCKY**

*the* **50,000** *watt voice of Cincinnati*

# Total Incomes in 1945 at Record Level

## Exceeded 1944 Despite Cancelling of War Contracts

TOTAL income of individuals last year amounted to $152,704,000,000, the Dept. of Commerce announced Aug. 25. This figure equalled or slightly exceeded 1944 income in all regions except the Far West, where the dip was slight, despite the sharp cutback in war production after surrender of Japan.

Individual incomes in 1944 totaled $149,660,000,000, compared to $75,852,000,000 in 1940.

Average per capita income of individuals increased from $575 in 1940 to an alltime high of $1,150 in 1945, rising 2% from the 1944 level of $1,133.

Included in income payments are wages and salaries, income from unincorporated business and farms, net rent, interest, dividends, royalties and items such as veterans' benefits, military family allowance and dependency allotments.

New York State, of course, topped the 1945 income total with $20,308,000,000. California was second with $13,124,000,000 and Pennsylvania was third with $11,134,000,000.

### Effect of Cancellations

Heaviest declines in total income from 1944 to the last quarter of 1945 were in Washington, Oregon and Michigan, where the falling-off was about 10% due to war contract cancellations. These States were among the five in which war production had caused the largest swelling in individual incomes after 1940. The other two States were Connecticut and New Jersey.

In all other States where war production was exceptionally important in bringing up income payments, the rate of payments in the fourth quarter of 1945 was likewise below 1944. These states were Connecticut, Maine, Maryland, New Jersey, Indiana, Ohio, Kansas and California. The declines ranged between 3% and 6%.

Maintaining the high fourth-quarter level last year despite contract cancellations were mustering-out payments to discharged servicemen and unemployment benefits, a sharp rise in income paid out by trade and service establishments stemming from record consumer spending, and a continued advance in income payments by other private nonagricultural industries, according to Commerce Dept.

The State and regional income totals do not reveal severity of readjustment problems in some local areas, the department explained, nor do they show experiences of different population classes since they represent average experience of all income groups.

Most striking gains in average income during the war years occurred in the Southeast, Southwest and Northwest regions, areas of relatively low average incomes, according to the department. In the high-income regions of New England and the Middle East, the advance in per capita income was much less than the national average, wartime developments resulting in some narrowing of the wide prewar differences among States and regions.

Per capita income in 1945 ranged from a high of $1,595 in New York State to a low of $556 in Mississippi. Other States high in the per capita list were California $1,480; Connecticut $1,149; Washington $1,407; Delaware $1,381; New Jersey $1,373; District of Columbia $1,361; Illinois $1,360; Massachusetts $1,321.

Total income payments to individuals, by States and regions, for 1940, 1944 and 1945 (figures represent millions of dollars) follow:

| STATE AND REGION | 1940 | 1944 | 1945 |
|---|---|---|---|
| | | (Millions of Dollars) | |
| Continental United States | 75,852 | 149,660 | 152,704 |
| New England | 6,124 | 10,624 | 10,744 |
| Connecticut | 1,417 | 2,688 | 2,608 |
| Maine | 431 | 853 | 830 |
| Massachusetts | 3,309 | 5,416 | 5,592 |
| New Hampshire | 269 | 411 | 446 |
| Rhode Island | 511 | 950 | 948 |
| Vermont | 187 | 306 | 320 |
| Middle East | 24,319 | 41,671 | 43,037 |
| Delaware | 239 | 400 | 398 |
| District of Columbia | 905 | 1,509 | 1,617 |
| Maryland | 1,222 | 2,509 | 2,467 |
| New Jersey | 3,138 | 5,739 | 5,655 |
| New York | 11,830 | 19,280 | 20,308 |
| Pennsylvania | 6,225 | 10,878 | 11,134 |
| West Virginia | 760 | 1,356 | 1,457 |
| Southeast | 9,043 | 21,051 | 21,703 |
| Alabama | 763 | 1,902 | 1,980 |
| Arkansas | 493 | 1,098 | 1,171 |
| Florida | 900 | 2,283 | 2,387 |
| Georgia | 986 | 2,336 | 2,369 |
| Kentucky | 880 | 1,826 | 1,916 |
| Louisiana | 847 | 1,967 | 1,931 |
| Mississippi | 444 | 1,147 | 1,159 |
| North Carolina | 1,131 | 2,484 | 2,575 |
| South Carolina | 545 | 1,245 | 1,265 |
| Tennessee | 927 | 2,202 | 2,353 |
| Virginia | 1,127 | 2,561 | 2,597 |
| Southwest | 3,908 | 9,087 | 9,095 |
| Arizona | 237 | 566 | 581 |
| New Mexico | 190 | 404 | 431 |
| Oklahoma | 829 | 1,781 | 1,820 |
| Texas | 2,652 | 6,327 | 6,263 |
| Central | 21,664 | 41,763 | 42,610 |
| Illinois | 5,740 | 10,223 | 10,589 |
| Indiana | 1,858 | 3,946 | 3,985 |
| Iowa | 1,233 | 2,287 | 2,516 |
| Michigan | 3,425 | 7,080 | 6,672 |
| Minnesota | 1,424 | 2,426 | 2,666 |
| Missouri | 1,914 | 3,602 | 3,806 |
| Ohio | 4,448 | 8,901 | 8,925 |
| Wisconsin | 1,622 | 3,298 | 3,451 |
| Northwest | 3,363 | 7,365 | 7,676 |
| Colorado | 589 | 1,131 | 1,238 |
| Idaho | 232 | 521 | 512 |
| Kansas | 757 | 1,931 | 1,938 |
| Montana | 321 | 549 | 539 |
| Nebraska | 569 | 1,272 | 1,347 |
| North Dakota | 237 | 559 | 588 |
| South Dakota | 242 | 518 | 599 |
| Utah | 265 | 622 | 641 |
| Wyoming | 151 | 262 | 274 |
| Far West | 7,431 | 18,108 | 17,840 |
| California | 5,606 | 13,175 | 13,124 |
| Nevada | 92 | 198 | 196 |
| Oregon | 633 | 1,602 | 1,549 |
| Washington | 1,100 | 3,133 | 2,971 |

## KGO-ABC ARE NAMED IN CIO DAMAGE SUIT

A $100,000 damage suit against KGO San Francisco and ABC was filed Tuesday (Aug. 20) in San Francisco by a CIO union leader after the station cancelled a second speech by a CIO official.

Suit was filed by Donald Henderson, president of the Food, Tobacco and Agricultural Workers Union (CIO), charging the union was damaged by the station's refusal to broadcast talks in behalf of the union by Philip Murray, president of the CIO, and James B. Carey, secretary. The talks were to be made in connection with a forthcoming National Labor Relations Board election.

## Church Program Appeal To Teen-Agers Proposed

OPPORTUNITY for broadcasters to help solve the juvenile delinquency problem by directing religious program appeal to teen-agers, rather than the church-going group, was seen by J. Leonard Reinsch, director of the Cox stations, in an address Aug. 25 to the Baptist Radio Conference at Ridgecrest, N. C.

Broadening of major appeal of religious broadcasts to reach the unchurched would bring an increase in church attendance just as broadcasts of athletic events increase attendance, he said.

Clifford J. Durr, FCC Commissioner, disussed "FM and Religious Broadcasting" at the radio conference.

## Petty Talks to Club

LAWYERS should enter into administrative law on a broader scale to protect rights of clients, now yielding to encroachment of U. S. agencies, Don Petty, NAB general counsel, told the Los Angeles Lawyers Club last Wednesday. Speaking on "Some Legal Aspects of Radio," he reviewed FCC regulatory activities, copyright and labor problems.

TO INCREASE their own mid-summer sales, more than 120 thrifty British and American shopkeepers are using ZBM's 250-watts. In this one station market, only ZBM adequately covers Bermuda. Programming balance, therefore, is of first importance—it must serve community and advertiser. ZBM's sensible programming sells. It's acted upon in the shops of 120 local advertisers.

Bermuda's tidy little market of 38,000* is anxious for U. S. products. Rising imports from U. S., now 17 millions, attests that. Are YOU in Bermuda? Write Cole E. Wylie, Mgr.

*Including Kindley Field and U. S. Naval Base.

Only ZBM 250 WATTS Covers Bermuda

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National Representatives

JOHN BLAIR (United States) HORACE STOVIN (Canada)

GOING 5000 WATTS

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TWIN FALLS • IDAHO

WEED & CO., Representatives

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Top announcer** with first phone. $70 weekly and fees. Send disc, photo, particulars to Tom Magowan, KATO, Reno, Nevada.

**Wanted**—Network-quality operator-technician for Army school, deep South. Civil service. Ride board on full production shows, repair control room equipment. To $3400 start. Box 799, BROADCASTING.

**Experienced commercial copywriter**—Woman preferred. Good salary. Forward sample copy, snapshot, references. Louis N. Howard, WHIT, New Bern, N. C.

**Salesman**—experienced all phases radio; capable handling sales promotion. Auto necessary. Excellent opportunity, established North Carolina station. Send references, snapshot, transcription. Box 796, BROADCASTING.

**Station manager**—for progressive established Carolina outlet. If you possess qualifications for business management, sales and programming, send references, photo, full details. Box 797, BROADCASTING.

**Announcer**—with first class radio telephone license. Send disc, picture, references and salary expected. WKTM, Box 232, Mayfield, Ky.

**Two engineers** with first class licenses and good voices for combination work in 250 watt Florida station. Box 793, BROADCASTING.

**Combination announcer operator**—with first class license for network station. Send complete information first letter. KOVC, Valley City, N. D.

**Announcer-Hammond Organist** — NBC affiliate in South has opening for combination announcer-musician. Only a man with exceptional talent and versatility will be considered. Give complete outline experience and expected earnings first letter. Box 791, BROADCASTING.

**Experienced continuity writer wanted.** By Southwest CBS affiliate, soon 50,000. List complete radio experience and references. Box 789, BROADCASTING.

**Wanted**—Representatives in major cities to sell transcribed radio programs. Lucrative commission. Box 790, BROADCASTING.

**Combination announcer-operator** with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

**Combination engineers-announcers** with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

**Wanted immediately**—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

**Wanted**—Announcer with first class radio telephone license. For person who can meet our high announcerial standards here is an exceptional opportunity to gain unusual showmanship experience in smart local production and network programming. If you think you can qualify and want to be associated with one of America's most alert stations reply in detail to Robert W. Dumm, Prog. Dir., KXOA, Sacramento, Calif.

## WANTED

A-1 manager, 250 watt station, will be two years old October 4, affiliated with NBC. The station is located in Monroe, La. Write James A. Noe, Monroe, Louisiana full particulars as to salary, experience and references.

## Help Wanted (Cont'd)

**Wanted**—Operator with first class license. No previous experience necessary. WSYB, Rutland, Vt.

**New Georgia** station wants two first class operators. No experience necessary. Transmitter watch only. WBHF, Cartersville, Georgia.

**Wanted**—Announcers, engineers, program and production men, salesmen. New station opening September 15. Union City, Tennessee. Excellent opportunity for right men. Give complete details first letter. A. B. Robinson, P. O. Box 309, Jackson, Tennessee.

**Wanted**—Two announcers capable of handling play by play football. Permanent. Excellent opportunity for advancement. Give full details and salary expected in first letter. WTJS, Jackson, Tennessee.

**Announcer**—First class ticket, exceptional opportunity with progressive, top audience, station. Good staff, fine town, good salary, permanent to the right man. Contact us at KICD, Spencer, Iowa.

**WGCM, Gulfport, Mississippi,** has opening for announcer; must be experienced play by play football, special events, veteran preferred.

**Wanted** — Combination operator-announcer with first class license for new two fifty watt NBC station PD. Send snapshot, qualifications, past experience and salary to radio KIST, Santa Barbara, California.

**Sales manager,** new kilowatt station, by Sept. 1. Permanent position for experienced man. Don't reply unless you can come for interview. E. M. Horning, KSIB, Creston, Iowa.

**Have permanent position** for woman who can qualify as Woman's Program Director. Radio voice and experience mandatory. Must write good copy, enjoy meeting public. Excellent opportunity for right person. Send qualifications and picture to Post Office Box 2911, Tucson, Arizona.

**New daytime radio station** located in Mid-South needs complete staff. Engineer-and operator-announcers, and program director-announcer. Previous experience necessary. State salary expected. Box 787, BROADCASTING.

**First class operator**—and program director. Operator $45 with broadcast experience, $40 without. Program director $50 start. Send disc. Southern Station. Box 783, BROADCASTING.

**First class operator**—for control room and transmitter. Local-CBS station. WPAY, Portsmouth, Ohio.

**Engineer** for new 1 kw FM station in New England. Job includes rugged transportation problem between town and transmitter. Box 778, BROADCASTING.

**Continuity writer** for 5000 watt NBC affiliate south-Atlantic state. Please give fullest background first letter. Box 770, BROADCASTING.

**First class operator-announcer** wanted by progressive 250 watt network station in wide awake southern city. Give all information in first letter. Box 757, BROADCASTING.

**Applicant** for 1000 watt station in southwestern town of 22,000 seeks applications from prospective managers. Would like experienced man who, if and when granted CP, could move in and take charge, get station erected and then manage. All applications answered if you send photo, full experience record and recommendations. Write Box 755, BROADCASTING.

**Operator, first class**—Texas station. Give qualifications. Box 743, BROADCASTING.

**Interested in a connection with a future?** AM applicant for 250w station in southwest. So sure of securing grant that I am interested in contacting prospective personnel. When established station will be modern and progressive with a definite future for it and for you. Interested in ex-servicemen with radio experience. Give qualifications, background and experience. Replies will be held in confidence. Box 721, BROADCASTING.

**Wanted**—Experienced announcer with first class ticket. $40.00 per week. Address reply Box 640, BROADCASTING.

## Help Wanted (Cont'd)

**Opening**—First class engineer-announcers (U. S. and overseas)—Women (copywriters, traffic, bookkeeping, secretarial. Radio's Reliable Resources (employment agency), Box 413, Philadelphia, Pennsylvania.

**Operator**—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

**Michigan NBC Regional**—Versatile announcer. Newscasting ability no drawback. Send audition disc, complete details. WSAM, Saginaw, Michigan.

**Operator** with first class license to work at 250 watt South Central station. Address KELD, Box 610, El Dorado, Arkansas.

## Situations Wanted

**Young announcer,** vet, now employed with 250 net outlet, small eastern town. Feels ready for something larger. Well rounded small station experience. Box 807, BROADCASTING.

**First class sports announcer** desires free lance Midwest football, play by play. Eight years experience college and professional. Available immediately. Write Box 808, BROADCASTING.

**Farm Director**—nine years experience, 50 kw and networks. Box 809, BROADCASTING.

**Announcer**—trained in Hollywood by West's leading coach. College education. Limited in experience, but not in ambition. Will travel. For transcription and references write Box 802, BROADCASTING.

**Chief Engineer**—fifteen years experience design, construction, installation and FCC procedure up to 50 kw. Family. Best references. Box 804, BROADCASTING.

**Announcer**—22. Disc jockey. Veteran. College. Experienced. Available Sept. 15. South only. Box 805, BROADCASTING.

**Announcer-Program Director**—3 years commercial and AFRS experience. Interested in immediate position with friendly and progressive station offering visible future as reward for hard, honest work. Veteran, NBC-trained, age 21. Write or wire Box 806, BROADCASTING.

**Announcer**—Veteran, 23, have pleasing voice, need experience, will travel anywhere. Eligible for on the job training. Have completed eighteen weeks with recognized radio school. Write to Harold Kershner, Milner Hotel, 311 Mulberry St., Macon, Ga.

**Announcer,** veteran 42. Disc and photos available. Will write details. Box 654, BROADCASTING.

**Operator**—First phone ticket. Desires position with western station. Five years radio maintenance experience. Salary open. J. C. Joanides, 1839 Santa Ynez St., Los Angeles 26.

**Engineer-announcer**—Thirteen years experience including employment as manager, chief engineer, program director. Can fill any position. 2711 Ralston Road, Mobile, Alabama.

**Two young vets** anxious for start in radio. Schooling in radio technique and announcing. Willing to travel. Accept on-the-job training in any phase of radio. Available immediately. Robert Schneider, 227 S. Second St., Brooklyn 11, N. Y.

**Available**—Qualified sportscasters, disc jockeys, engineers. Radio's Reliable Resources, Box 413, Philadelphia.

**Announcer**—Ex G.I. Young, single, leading radio school training, no experience. Reliable, ambitious, conscientious. Looking for a "break." J. F. Greco, 637 Hemlock St., Scranton, Penna.

**Timebuyer** for agency handling one of America's largest spot radio accounts seeks change. Will consider similar agency connection or management of regional or local station. Box 786, BROADCASTING.

**Can A Progressive Radio Station Offer Me A Future?**

**Sports, news, special events announcer. Nine years experience, play-by-play all sports, major league baseball, college and pro football, basketball, hockey, championship boxing. Network newscasting, successful MC, ad lib expert. Proven results through excellent Hoopers and satisfied sponsors. Employed now, interested in permanent connection with intelligent organization. Box 705, BROADCASTING.**

## Situations Wanted

**Can write.** Writing background 3 years. At present free lance. Can handle continuity, news rewrite. **Can announce:** ad lib, news commercials. Army Vet, 23, single. Sample scripts, commercials & recording furnished. Box 800, BROADCASTING.

**Chief engineer**—now employed desires change. Prefer Southeast. 16 years experience. Best of references. Box 795, BROADCASTING.

**Manager**—who knows his job. Has supervised construction, opening and operation of three radio stations during twelve years' experience. Army public relations radio. Available now; prefer midwest. Box 794, BROADCASTING.

**Genius? No!**—Just hardworking, conscientious, intelligent. Anxious to start work in radio. Announcing, acting, platter shows. Can do continuity. Trained professionally at nationally recognized college. Am 31, single, steady, stable, and ready, willing and able. Gladly send recording and letter. Box 792, BROADCASTING.

**Announcer - Newscaster.** Distinctive voice, 6 years experience; four years with well known station in large city desires change. Thorough knowledge of music. Daily interviews with stars of stage, screen, radio. Dance remotes. Finest agency references. Married. Box 788, BROADCASTING.

**Veteran top announcer**—5 full years sustaining, military and commercial experience staff and chief announcer, program director, 29. AM-FM experience. College. Loyal, organization-minded. Excellent network references. Box 771, BROADCASTING.

**Nine years' experience** — Production, programming, announcing, scripting and continuity. Ex-Army officer, radio PRO, ex-manager AFN station. Seeks post with future. Box 765, BROADCASTING.

**Announcer,** Special Service veteran, 21, wants job with future at station anywhere. Eight months Army radio: announcing, writing, production. Versatile. Drama background, several stations. College radio courses. Box 761, BROADCASTING.

**With fair trial** must more than satisfy or wages returned. Anxious to get apprenticeship start in continuity or sales and announcing, with or without G.I. Bill. Northwestern U. grad., age 21, vet. Service, amateur, semi-professional MC, comedy, dramatic experience. Ambition, ability, personality, intelligence, neat appearance, flair for writing. Recording and references. Travel anywhere. Box 760, BROADCASTING.

**Salesman,** experienced, single. Will go any place opportunity beckons, altho prefer west. Salary and comm. Can write, program or broadcast. Box 754, BROADCASTING.

**Qualified radio announcer**—Actor, continuity writer, director and producer; exp.: small stations in Chicago area and Army network stations in States and CBI theatre; sober, intelligent, resourceful and idealistic; vet just released; desire position anywhere in U. S.—midwest preferred; will travel. Box 753, BROADCASTING.

**Announcer**—27, married, veteran, can handle sports announcing and newscasting. Thorough knowledge of sports with actual competition in football, baseball and basketball. Two years experience in A.A.F. radio as announcer and actor. Desire opportunity to prove my ability. Box 752, BROADCASTING.

**Commercial manager**—Twelve years in present position, with excellent record of results and earnings. Prolific in ideas and showmanship and a believer in aggressive programming and local production. Desire change because station is changing ownership. Box 745, BROADCASTING.

**Chief engineer** and transmitter supervisor available soon. Both wish to locate in California and preferably same station. Experienced construction, maintenance, operation of both AM and FM stations. Capable of consulting work. Please give details stating salary. Box 709, BROADCASTING.

**PERSONALITY**

Experienced ad lib announcer available now to build your audience participation, live talent, and record shows. Good appearance, university background, veteran. Also exceptional all-round announcing ability.

**STEPHEN M. COLEMAN**
**732 Bittersweet Pl., Chicago 13, Ill.**

### Situations Wanted (Cont'd)

**Chief engineer**—17 years in radio. Broadcast engineering as chief. Manufacturing as design development and test engineer. Specialize in new station construction. Box 785, BROADCASTING.

**Ex-Wave officer**—Interested in promotion, sales, continuity, preferably west. Experience—traffic and continuity, commercial radio station; Navy, two years, radio and public relations. Write Box 784, BROADCASTING.

**Looking for a 250 manager?** I am 27, been in radio 11 years as announcer, salesman and manager. Started announcing while in high-school, continued during college. Veteran, presently sales, programming, sports, news and special events. Also can supply first class engineer-announcer and others. Available September 1st. Box 782, BROADCASTING.

**Announcer**—veteran, 24, wants permanent position immediately. Prefer 10 kw, CBS, in midwest. Will consider elsewhere. No ET, rather use telephone. Box 779, BROADCASTING.

**Announcer-Newsman**—Four years behind mike. Everything from T. C. Dance Remotes to Wake Up Club. Currently in large West Coast city, and tired of doing only chain breaks. No desire to astound Hollywood—simply wish to settle in small progressive city and have fun working hard. Any place with green grass and trees considered. If you have right berth, you'll get A-1 performance. Box 810, BROADCASTING.

**Radio news** opening wanted by present news editor trade monthly. 23, single, top Navy news service and mag experience, wire editor college daily. Salary and location secondary. Box 811, BROADCASTING.

### Wanted to Buy

**Would like to buy** a 5000 watt broadcasting transmitter. Preferably one of the well-known makes, not over three years old. State price and condition. Box 653, BROADCASTING.

**Western Electric** 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

### Miscellaneous

**Disc jockey's** comedy material. Box 493, BROADCASTING.

**PARTNER WANTED** — Applicant CP small northeastern station desires partner—investing $7,500. No investment until CP is granted. Strictest confidence. Box 801, BROADCASTING.

### For Sale

**New 250 watt Tempco** in original crate, fully FCC approved, 2 sets tubes, complete set spare parts. Available immediately. Box 803, BROADCASTING.

**For Sale**—One Lehigh 179 ft. self-supporting vertical radiator, complete with all lighting equipment, chokes and W. E. antenna tuning unit. WAIR, Winston-Salem, N. C.

**250 watt transmitter,** complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

**First check $550.00** takes RCA TMV 75-B Field Intensity Meter, Bureau of Standards calibration, spare tubes and batteries. Fred Grimwood, Elks Building, Quincy, Illinois.

**For Sale**—Shortly after first of the year. One new RCA 10-E, 10 kw transmitter being released because of new 50 kw construction. Contact L. C. Sigmon, Radio Station KMPC, 5939 Sunset Blvd., Los Angeles 28.

**Wanted** 225 to 250-foot self-supporting tower, preferable with lights and insulators. Contact William L. Lipman, Tower Hotel, Milwaukee, Wisconsin.

**Receiver—HRO-5T,** all new, frequency range of 50 to 430 kcs, and 480 to 30,000 kcs. Includes 9 bands with 9 coil sets. Complete with tubes including a spare set, two power supplies one 6 volts D. C. input and other 110/230 volt A. C. including complete spare parts with tubes. Price $275 complete. Box 774, BROADCASTING.

**Four hundred feet**—unused 3/8" coaxial cable complete with sealed terminals and connectors. Packed original carton. Shipped charges collect on receipt first check $125. Station WENC, Whiteville, N. C.

## *METHODISTS' RADIO GETS N. Y. CHARTER*

THE RADIO Corporation of the Board of Missions and Church Extension of the Methodist Church, New York, a membership corporation without capital stock, last week was granted a charter by New York State. The group's application for an FM station in New York City is now pending.

Chairman of the corporation's board is Bishop G. Bromley Oxnam, president of the Federal Council of Churches and head of the Methodist Churches in the New York area. Dr. Robert Z. Tyler is a director. Objective of the organization is the advancement of religious, cultural, ethical and moral standards in accordance with Christian principles.

Planning an 18½ hour operating day, the broadcasters would present 65% of their programs live with the remainder transcribed, while not over 10% of the air time from Monday through Friday will be devoted to religious programs. Sunday broadcast schedules will be composed of straight religious programs.

## New Pirie Job

WILLIAM S. PIRIE Jr. is the new director of national sales of WFBR Baltimore. Succeeding Mr. Pirie as director of local sales is William R. Dothard, previously a member of the sales staff. Mr. Pirie replaces Andrew H. Hilgartner, who died recently.

### For Sale (Cont'd)

**G. E. Pyranol**—filled 3 phase 230 volt rectifier transformer capable of delivering 3.75 amperes D. C. with variable output from 3600 to 7500 V. D. C. Originally part of G. E. 10 kw FM transmitter. Can also furnish filter reactor capacitors, etc., from original power supply. Box 798, BROADCASTING.

**Copper ground wire**—All sizes, Phone or wire Tower Sales & Erecting Co., 6100 N. E. Columbia Boulevard, Portland, Oregon. Phone—TRinity 7303.

**For Sale**—2 RCA lathes inside-out 112 lines center drive, will mount RCA head or others with adaptor, $80.00. Audax H-4 cutter $90.00. Audax pro-5 pickup head 200 ohms $75.00. RCA recording table in portable case $125.00. One Radiotone 16" table 33 1/3 and 78 rpm $40.00. 2 Rec-O-Cut Rad-16 recording tables $100.00 each. 500 new WE No. 239A jacks $.45 each. Universal Recording Corp., 7121 N. Ridge, Chicago, Ill.

**Hammond Novachord**—Just recently factory conditioned and in perfect playing condition. WSAZ, Huntington, W. Va.

**For sale**—One tubular vertical Harrel 165 foot antenna guyed type available about Nov. 1st. Joe Spring, WASK, Lafayette, Indiana.

**New 250 watt transmitter**—Complete with tubes. Unusually well built, modernistic cabinet. Meets FCC requirements. 2711 Ralston Road, Mobile, Alabama.

**Highest bidder takes** used 250 watt broadcast transmitter. Fully FCC approved. Chief Engineer, KFLW, Klamath Falls, Oregon.

**Broadcast equipment,** all brand new and in original cartons. One 250 watt Tempco transmitter, one speech control console, one ten watt monitor amplifier, two transcription turntables, two pickup arms. J. W. Birdwell, 1407 Kenesaw Ave., Knoxville, Tennessee.

**FCC approved** frequency monitor and 250 watt composite transmitter. Box 781, BROADCASTING.

**For Sale**—A complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

## Capital Officials Attend WTOP's Famine Lunch

FAMINE luncheon was held last Thursday by WTOP, CBS-owned Washington key, to Government food and agriculture officials to demonstrate type of low-calory food available in Greece. Carl J. Burkland, WTOP general manager, was chairman of luncheon, aided by Elinor Lee, WTOP director of women's activities.

Clinton P. Anderson, Secretary of Agriculture, was principal speaker. He described himself as a radio enthusiast and expert on programming as a result of a period of all-day listening while ill recently. Among other Government officials present were Undersecretary of State William L. Clayton; Chester C. Davis, chairman of the Famine Emergency Committee; John R. Steelman, director of OWMR, and his assistant, Commdr. Joseph L. Miller.

## Toscanini Is to Direct NBC Symphony Hours

ARTURO TOSCANINI, back in this country after a spring and summer series of concerts at La Scala in Milan, Italy, will direct the NBC Symphony Orchestra in 16 Sunday concerts from Oct. 20 to Dec. 8, and Feb. 9 to March 9, 1947, on NBC, 5-6 p.m. Between the two series of eight concerts each, Mr. Toscanini will return to La Scala to conduct opera performances.

## Kraft Renews

KRAFT CHEESE Co., Chicago, has renewed *The Kraft Music Hall* Thursday 9-9:30 p.m. on NBC for another 13 weeks effective Oct. 3. Show's entire cast, with m.c. Eddy Duchin, Edward Everett Horton, Milena Miller, the King Cole Trio and Russ Case's orchestra will continue to be featured on program. Agency is J. Walter Thompson Co., New York.

## Form New Firm

FORMATION of Gotham Radio Productions, New York, by four veterans was announced last week. Firm will package radio programs and plans to specialize in "original and entertaining packages at reasonable cost." Officers are Jerry R. Gregoris, president; Morton M. Fleischmann, vice president; James P. Breetveld, secretary; Louis J. Cioffi, treasurer. Offices are located at 120 E. 16th St., New York.

## Cast Replaced

PROCTER & GAMBLE'S *Glamour Manor*, five-weekly 12-12:30 p. m. on ABC, will replace Cliff Arquette and cast in feature role with Kenny Baker, Don Wilson and Sam Herne effective Sept. 30. Show will originate in Hollywood. Program advertises Crisco and Ivory Soap through Benton & Bowles, New York.

## *MUTUAL ANNOUNCES 8 NEW AFFILIATES*

ADDITION of eight more stations to Mutual's list of affiliates was announced last week by the network, bringing total to 337.

Five of the new stations now under construction and expected to become affiliated between Sept. 15 and Nov. 1 are: WTNB Birmingham, operating with 250 w on 1490 kc and owned by Thomas N. Beach; WSBR Duluth, Minn.—Superior, Wis., operating with 250 w on 1490 kc and owned by Ford S. Campbell; WBHB Fitzgerald, Ga., owned by J. Paul Stone and R. M. Ware Jr., operating with 250 w and 1240 kc; WMOC Covington, Ga., with 250 w on 1490 kc and owned by the Covington News Inc.; WKYB Paducah, Ky., operating with 1000 w (daytime only), on 800 kc and owned by the Paducah Newspaper Inc.

WCTA Andalusia, Ala., operating with 250 w on 1340 kc and owned by the Andalusia Broadcasting Co., joins MBS as a bonus station in the South Central Group as soon as lines are established.

Owned and operated by Harold H. Thomas, WHHT Durham, N. C., 1580 kc 1000 w daytime, joined MBS on Aug. 6.

WWNR Beckley, W. Va., owned and operated by Rahall Broadcasting Co. (250 w 1450 kc) became full-time affiliate Aug. 9.

## *F T C MAY REVAMP BROADCAST CHECKS*

SURVEY of Federal Trade Commission's system of checking broadcast programs and continuities will be undertaken by the FTC's Legal Investigation Division, which has taken over the task of finding trade practice violations, according to James A. Horton, chief of the new division [BROADCASTING, Aug. 19].

Two objectives lie behind the division's inquiry, Mr. Horton said. First, FTC wants to learn if the present checkup system needs revamping and if it can be properly maintained under curtailed funds granted by Congress. Second, the Commission desires to find out if expansion of the broadcasting industry and development of new facets in the art will require revised checkup procedure.

The Radio and Periodical Division, which for a decade has analyzed continuities, programs and publications for possible trade practice violations, was abolished by the FTC reorganization.

In its routine trade practice activities last week FTC approved a stipulation by Mennen Co., Newark, to cease representing that its antiseptic oil is either self-sterilizing or germicidal. Carey Salt Co., Hutchinson, Kan., and McJunkin Adv. Agency, Chicago, agreed to cease alleged misrepresentations on behalf of Carey's mineral supplement salt for livestock.

# *Census Farm Figures for Eight States Disclose 88% to 93.8% Set Ownership*

RADIO set ownership on occupied farms varied from 93.8% to 88% in agricultural census figures for eight States, made public last week by the U. S. Census Bureau. Data were gathered last year by the Bureau and represent ownership as of Jan. 1, 1945. Figures are being released at random for States and counties (preliminary national data appeared in BROADCASTING Aug. 5).

In Connecticut 20,436 or 93.8% of the 21,776 occupied farms had one or more radio receivers, with 17,225 farms having telephones and 19,767 having electricity. Most important income sources were dairying, poultry farming and field crops (largely tobacco), farm products totaling $97,073,460 in value in 1944.

In New Hampshire 16,489 or 93.2% of the 17,785 occupied farms had radio, with 11,795 having telephone and 15,507 having electricity. Leading income sources of New Hampshire farms were poultry and dairy products, totaling $44,705,967.

Of 3,548 occupied farms in Rhode Island, 3,268 or 92.1% had radios, 2,338 had telephones and 3,146 had electricity. Value of farm products in 1944 was $16,041,918, with dairy and poultry products as leading income sources.

Vermont's radio farms totaled 21,305, or 90.5% of the 23,549 occupied farms with 14,604 having telephones and 18,462 having electricity. Main source of farm income was dairying, accounting for 70% of the 79,752,863 farm production.

In Oregon 56,254 or 92.1% of the 60,953 occupied farms had radios, with 25,643 having telephones and 48,390 having electricity. Value of all farm products in 1944 was $257,545,418, with livestock, fruits and nuts, dairy products and poultry as chief income sources.

Of 64,102 occupied farms in North Dakota, 57,769 or 90.1% had radio sets, 23,641 had telephones and 18,612 had electricity. Value of all farm products totaled $391,348,810 in 1944. Principal income sources were field crops and livestock.

South Dakota's radio farms totaled 57,691, or 88% of the 65,52 occupied farms, with 31,145 having telephones and 19,028 having electricity. Total value of farm products in 1944 was $308,580,772, headed by livestock, field crops, poultry and dairy products.

In Wyoming 11,332 or 89.9% of the 12,596 occupied farms had radios as of Jan. 1, 1945, with 4,054 having telephones and 6,794 having electricity. Farm products in 1944 were valued at $87,404,969, led by livestock, field crops, dairy and poultry products.

## Russell Appointed

HENRY RUSSELL, music director of NBC *Fitch Bandwagon* for two years, has been named musical director of network's Western Division effective Sept. 1.

## WEEK Readies

WEEK is call of new fulltime 1 kw NBC basic supplementary affiliate on 1350 kc at Peoria, Ill., scheduled to begin operations Nov. 15. Now under construction, station is affiliated in management with WKY Oklahoma City, KLZ Denver and KVOR Colorado Springs, Col. Manager of WEEK is Stanley E. White. Studios are in Commercial National Bank Bldg. Representative is Katz Agency. Promotion folder on Peoria market and rate card have been distributed by West Central Broadcasting Co., station owner.

## World Scope Adds

WORLD SCOPE ENCYCLOPEDIA, New York, will sponsor its quarter-hour transcribed show *Ask Dr. Cyclops* on four more stations in addition to series running on WMCA New York. Program will start Sept. 8 for 52 weeks on KFWB, WJJD, WHDH, WIP. Advertiser may increase schedule. Agency is Weiss & Geller, New York.

## Places Regionals

CHEVRON SUPREME GAS STATIONS, San Francisco, Sept. 20 starts weekly half-hour *Let George Do It*, comedy drama, on full Don Lee and Intermountain Network. Contract is for 52 weeks. Agency is BBDO San Francisco.

# LIGHT BEAM BROADCASTS POSSIBLE

### Westinghouse Device Might Be Used for Remote Pickups of Special Events

DEVICE for point-to-point voice transmissions on an infrared beam, used by the Navy, was disclosed last week by Westinghouse Lamp Division, Bloomfield, N. J.

Most likely uses in broadcasting would be for remote pick-ups of special events and for sending a program from studio to transmitter, according to J. L. Middlebrooks, director of engineering of NAB. Since distance is limited to the visible horizon the "talking lamp" was not considered practical as a replacement for network program lines.

Because infrared radiations are invisible, the device has great military value as a completely secret means of wireless communication. A similar German device is on display in the main lobby of the Dept. of Commerce Bldg., Washington. Called the photophone, it is a portable unit used for field communications up to distances of about five miles. Another German unit was capable of 20-mile range, according to E. Y. Webb Jr., of the Office of Technical Services, Dept. of Commerce.

Westinghouse system uses caesium vapor which emits infrared rays, modulated by varying the voltage. The German device merely used a light bulb with an infrared filter over it, modulating by means of a movable prism.

Both Mr. Webb and Mr. Middlebrooks said beamcasting is capable of high quality tone reproduction. Present models approximate the fidelity of an ordinary telephone.

Beamcasting is subject to no noise or distortion, but in case of extremely heavy fog or smoke, may be blanked out. Its use would be more economical than telephone because no wires are necessary.

Radiation of infrared signals over 360 degrees to make an open circuit broadcast is a possibility. Source of light would have to be extremely powerful, however, Mr. Middlebrooks pointed out. Research engineer who designed the Westinghouse system is Dr. Norman C. Beese.

Likelihood of beamcasting replacing use of telephone lines in broadcasting was considered remote by both Mr. Middlebrooks and Glenn D. Gillett, consulting radio engineer.

J. R. Poppele, chief engineer of WOR New York, said that station used infrared rays to carry transmissions from studios at 1440 Broadway to an FM transmitter at 444 Broadway "three or four years ago." Practical value of the system for broadcasting seems limited, he said.

# *NAB GROUP AWAITS RADIO FILM SCRIPT*

NO DEFINITE commitment of support will be given by National Association of Broadcasters to filming of proposed "Magic in the Air" until Jerrold T. Brandt Productions Inc., Hollywood independent producers, submit completed screen script of same for review, according to the special NAB Hollywood radio committee following recent meeting.

Appointed to act in an advisory capacity for NAB, the committee consists of Sidney N. Strotz, NBC; Don Thornburgh, CBS; Don Searle, ABC; Lewis Allen Weiss, Mutual-Don Lee; Cal Smith, KFAC; and William B. Ryan, KFI, who is also chairman of the group. Robert C. Coleson, assistant to the president, NAB, sits in at all meetings as an observer.

Consensus is that the committee will recommend industry support provided historical background is authentic and the film is one of which both motion pictures and radio can be proud.

## Canadian Video

AMERICAN TELEVISION operators are ready to install stations in Canada if given permission by the CBC, Barney Balaban, president of Paramount Pictures, stated in Toronto last week while attending a directors meeting of Famous Players theatre chain. He stated that programs could be piped into Toronto from Buffalo, 60 miles across Lake Ontario from Toronto. American telecasters would be ready to build stations at Toronto, Montreal and possibly Vancouver, he intimated.

# *FCC Approves Midcontinent Purchase Of KELO, Among Final Duopoly Cases*

WINDING UP one of the last of the original duopoly cases, FCC last Thursday approved the sale of KELO Sioux Falls to Midcontinent Broadcasting Co., principally owned by KELO-KSOO Vice President and Treasurer Sam Fantle Jr., for $100,000 plus Mr. Fantle's 25% interest in the two stations.

The Commission also approved (1) the voluntary assignment of license of KIDO Boise, Ida., from Georgia Phillips to KIDO Inc., of which she owns all but two qualifying shares, and (2) the involuntary transfer of control of WINN Louisville, Ky., from Nelle M. Kendrick as executrix of the estate of the late D. E. Kendrick to herself as an individual.

In the KIDO transaction, Georgia Phillips pays the new firm $84 as the difference between the $109,700 par value of stock she receives and the $109,616 net book value of KIDO's assets. The assignment, which includes an FM conditional construction permit, was approved on condition that "it is understood by applicant that such grant does not carry with it the right of KIDO Inc. to sell the 1,400 shares of unissued stock [out of 2,500 authorized] to a third party without further Commission action." No money was involved in the WINN transfer.

KELO, a 250 w outlet on 1230 kc, and KSOO, a 5-kw limited-time station on 1140 kc but now seeking 10-kw fulltime with protection for the dominant station (WRVA Richmond), are licensed to Sioux Falls Broadcast Assn., principally owned by the late Joseph Henkin and members of his family, Morton H. and Ruth J. Henkin. Separation of ownership of the two Sioux Falls outlets was required under the duopoly rule.

Mr. Fantle owns 98 2/3% of Midcontinent. Associated with him are Evelyn Fantle and Pierce H. McDowell, banker, who own two-thirds of one percent each.

# At Deadline ...

## NEW FCC PROCEDURE SET IN EXPLAINING RENEWALS

FCC's NEW PLAN of announcing reasons when it issues temporary licenses [BROADCASTING, Aug. 5] put into effect Friday for first time in announcement of extension of temporaries for eight standard and two developmental stations. Regular renewals granted 25 AMs.

Four continued on temporary pending receipt of additional information requested under Sec. 308(b) of Communications Act, regarding disclosure of information in applications or supplementary statements: WKRC Cincinnati, KFJZ Fort Worth and auxiliary, KMJ Fresno, KGHF Pueblo.

KSRO Santa Rosa, Calif., extended pending investigation of possible violation of Sec. 310(b), which requires FCC consent before license is transferred.

WAGA Atlanta and WHKC Columbus continued because renewal applications in improper form and returned for correction. WSKB McComb, Miss. continued pending receipt of report of inspection regarding technical operation.

Developmental stations further extended on temporary: W5XIC Dallas (A. H. Belo Corp.), pending final determination on applications of KGKO Dallas-Fort Worth and Belo's WFAA Dallas; and W9XJD Chicago (licensed to WJJD Inc.), pending receipt of renewal application. All extensions to Nov. 1.

Granted regular renewals to Aug. 1, 1949: KANS Wichita; KDLR Devils Lake, N. D.; KFXM San Bernardino; KHBG Okmulgee, Okla.; KICD Spencer, Iowa; KPFA Helena; KWAT Watertown, S. D.; KWIL Albany, Ore.; KWLC Decorah, Iowa; WBIR Knoxville; WCRW Chicago; WGCM Gulfport; WJMC Rice Lake, Wis.; WJNC Jacksonville, N. C.; WJTN Jamestown, N. Y.; WRAL Raleigh; WSBC Chicago; WEDC Chicago; WSLS Roanoke; WCAO Baltimore (Comr. C. J. Durr voting for further inquiry) and auxiliary. Renewed to May 1, 1949: KROD El Paso, KFAR Fairbanks, Alaska. To Feb. 1, 1949: KCRS Midland, Tex., KXO El Centro, Calif. To Aug. 1, 1947: KTOK Oklahoma City (Comr. Durr voting for further inquiry).

## WTAX SALE APPROVED

PURCHASE of WTAX Springfield, Ill. by group headed by Oliver J. Keller, president and general manager of Pittsburgh Post-Gazette Publishing Co. and vice president of WWSW Pittsburgh, controlled by *Post-Gazette*, approved and announced Friday by FCC. Sale, for $100,000, by Jay A. Johnson, president and 95% owner of WTAX Inc., licensee corporation. Coincident with action FCC granted petition to withdraw competing application of Commodore Broadcasting Corp., licensee of WSOY Decatur, Ill., and holder of conditional CP for Springfield FM station. Other WTAX purchasers are Frederick G. Blackburn, vice president of Union Trust Co., Pittsburgh; Archie Lee, chairman of board, D'Arcy Adv., St. Louis; Noah M. Dixon, president of a Springfield investment firm; Louis F. Gillespie, Springfield attorney.

WBTM DANVILLE, Va., petition seeking FCC review of Motions Comr. Rosel H. Hyde's action of Aug. 9, which denied station's request to switch to regional assignment and amend corporation officers, turned down by Commission Friday (earlier story page 85).

## OWNERS' ACTIVE OPERATION CITED IN STATION GRANT

APPLICANT'S PLANS for "greater integration of ownership and operation" were cited by FCC Friday as basis for proposed grant to Grand Canyon Broadcasting Co. rather than N. Pratt Smith for new Flagstaff, Ariz. station on 1340 kc with 250 w fulltime.

"It is believed that the public interest will be better served by a station which is entirely operated by its owners than by a station which is to a more or less extent operated by paid employes, although they are under the general supervision of the licensee on policy matters, since in the former instance a greater assurance is given of the effectuation of the station's proposed policies," FCC said.

Commission said all three owners would participate in proposed Grand Canyon operation: James L. Stapleton, chief operator of KOB Albuquerque, who owns 65% and would be general manager; James Martin Neil Jr. (20%) and Duard K. Nowlin (15%), now also with KOB, and Mrs. Stapleton and Mrs. Neil. On other hand, FCC said, although Mr. Smith would be general manager of his proposed outlet, he would "necessarily have to employ others who will have no ownership interest" to help him. Mr. Smith, given proposed denial of application for 1340 kc at Flagstaff, is now in construction business in Colton, Calif., but has had radio experience at KVNU KOVO KSUB KHUB KPRO KFXM.

## HUBERT HEADS FM SECTION

CHARLES HUBER, of FCC Legal Dept., appointed chief of Commission's FM Section Friday. He succeeds Samuel Miller, who moves up to head new Hearings Section [BROADCASTING, Aug. 12]. Mr. Hubert, formerly with New York field office, for year and half has been with Washington headquarters assigned almost exclusively to hearings as examiner or Commission counsel. Was counsel in New York FM and television hearings.

## NAB SUPPORTS DISC RULE

NAB Friday filed short statement with FCC supporting proposed revision of Rule 3.407 covering transcription identification. Action taken on order of association's board of directors, which met Aug. 6-8. If FCC decides to hold oral argument on rule, NAB asks permission to participate. Statement signed by Don Petty, NAB general counsel, and Bryce Rea Jr., assistant general counsel.

## TRYING AGAIN

SUPPORTED by FCC opinion that "freedom of religious belief necessarily carries with it freedom to disbelieve" [BROADCASTING, July 22], Robert Harold Scott Friday renewed efforts to broadcast in behalf of atheism over MBS, NBC and CBS San Francisco outlets. Appointments scheduled with John Elwood, manager of KPO-NBC and Manager William B. Pabst, KFRC, Mutual outlet. C. L. McCarthy, manager KQW, CBS affiliate, requested 60 to 90-day extension to give KQW attorneys time for study of FCC opinion.

## BIOW REJECTS PROPOSED SHOW

AGREEING with NBC, Biow Co. rejected proposed Rudy Vallee show under present talent setup for Philip Morris & Co. sponsorship. Show was to have replaced current *Philip Morris Frolics* on Sept. 3. Chief difficulty springs from combined agency-network dissatisfaction with last year's format. Present proposed package cheaper by estimated $5,000 weekly than that of last season, but not so strong talent-wise. Present *Frolics* remains until satisfactory replacement found, according to Jack Runyon, agency's liaison executive between New York and Hollywood offices.

## W6XYZ INCREASES SCHEDULE

ANTICIPATING 1,000 television receivers in Los Angeles by late fall, W6XYZ, operated by Television Productions Inc., subsidiary of Paramount Pictures, will step up weekly schedule to minimum 15 hours at that time. Klaus Landsberg, West Coast television director, said plans are for 30 to 50% sports and special events, 20 to 30% film and 20 to 30% live studio. Two new studios being built on present Paramount lot. Eight cameras on hand.

## MBS TO AIR REPUBLICAN FORUM

REPUBLICAN Open Forums throughout country to discuss atomic energy following broadcast forum over Mutual's *American Forum of the Air* 8:30 p.m. EST Sept. 10. Participators in Republican Open Forums to vote on various aspects of question and results to be tabulated in Washington for top-level Republican policy makers. Radio speakers include Harold Stassen and Clare Boothe Luce.

## OPENS IN LOS ANGELES

BOZELL & JACOBS, national agency, opens Los Angeles office at 607 South Hill St., with Joe Jacobs, general manager, in charge of West Coast operations, headquartered in that city. Martin Speckter vice president in charge of Los Angeles office. Telephone, Tucker 6447.

WEEKLY Wednesday clinics, 2:30-4 p.m., conducted by Broadcast Measurement Bureau to acquaint advertisers, agencies, stations and networks with the use of BMI's audience reports continued through Sept. 11. Originally, BMI planned to close sessions Aug. 28.

# Closed Circuit

(*Continued from page 4*)

instance of waiver, though plan (entirely voluntary) announced two months ago.

HELTER-SKELTER pace of manufacturers in dumping AM receivers on market backfiring. Federal Trade Commission already has been advised three out of five standard receivers do not tune entire AM band from 540 to 1600 kc, slopping off at higher end because of careless construction. Believed simple trimmer-condenser adjustments will correct fault, but meantime Radio Mfrs. Assn. expected to sound warning to members lest FTC step in and charge misrepresentation.

THAT AMBASSADOR Richard C. Patterson Jr., you've been reading about in the Yugoslav plane-shooting-down incidents is none other than former executive vice president of NBC, who held forth in Radio City in middle 30s.

## PULSE REPORTS DECLINE IN N. Y., PHILADELPHIA

FOR MONTH of August, Pulse Inc. reported summer decline in New York radio listening, with drop of 6.5% in average quarter-hour sets in use from July to August. Sets in use per quarter-hour for 1946 continues above figure for 1945: 20.9% for August this year, compared with 19.8% for August 1945.

New York Pulse reported top ten evening and daytime programs as follows:

EVENING: "SUSPENSE" 12.3, "MR. DISTRICT ATTORNEY" 11.3, "WALTER WINCHELL" 11.0, "BIG TOWN" 10.7, "SCREEN GUILD" 10.3, "THEATRE OF ROMANCE" 10.0, "TAKE IT OR LEAVE IT" 10.0, "ENCORE THEATER" 9.7, "ALDRICH FAMILY" 9.7, "GANG BUSTERS" 9.3.

DAYTIME: "WOR 8 AM NEWS" 6.2, "KATE SMITH SPEAKS" 6.1, "MORNING BALLROOM" 5.8, "HARRY CLARK, NEWS" 5.5, "BREAKFAST CLUB" 5.4, "AUNT JENNY" 5.4, "HELEN TRENT" 5.3 "BIG SISTER" 5.3, "EVENING BALLROOM" 5.3, "BREAKFAST IN HOLLYWOOD" 5.3.

Leading Saturday and Sunday daytime programs: G. PUTNAM, NEWS 6.7, Cincinnati vs Brooklyn (Sun.) 6.3, "COUNTERSPY" 6.3, Frank Kingdon 6.0, "YANKEES VS CLEVELAND (Sun.) 5.7, CINCINNATI VS BROOKLYN" (Sat.) 5.7, "CHILDREN'S HOUR" 5.7, "EVENING BALLROOM" 5.3, "BING CROSBY" (WNEW) 5.0, "MORNING BALLROOM" 5.0.

In Philadelphia, Pulse reported audience still on decline, approximating 7% less in July-August than in May-June. Marked decline between 6 p.m. and midnight seen for July-August below May-June, with drop of 4.6%.

Top ten shows for Philadelphia evening, daytime and week end follows:

Evening: "SUSPENSE" 16.5, "DR. CHRISTIAN" 15.0, "YOUR HIT PARADE" 14.5, "MR. DISTRICT ATTORNEY" 13.8 "SCREEN GUILD" 13.3, "ALDRICH FAMILY" 13.0, "TAKE IT OR LEAVE IT" 13.0, "BASEBALL" 13.0, "SATURDAY NIGHT SERENADE" 11.8, "MR. & MRS. NORTH" 11.0.

Daytime: "BREAKFAST CLUB" 10.6 "MA PERKINS" 10.6, "BIG SISTER" 10.4, "KATE SMITH SPEAKS" 9.8, "YOUNG DR. MALONE" 9.6, "ROAD OF LIFE" 9.4, "HELEN TRENT" 9.3, "OUR GAL SUNDAY" 9.3, "AUNT JENNY'S STORIES" 8.9, "BREAKFAST IN HOLLYWOOD" 8.5.

Saturday and Sunday daytime: "CHILDREN'S HOUR" 14.8, "BASEBALL" 14.8, "BASEBALL" 14.3, "BILLIE BURKE SHOW" 10.8, "LET'S PRETEND" 9.5, "ARMSTRONG THEATRE" 8.8, "STARS OVER HOLLYWOOD" 8.3, "950 CLUB" 7.5, "GRAND CENTRAL STATION" 7.3, "RANGER JOE" 7.3.

## CROSBY COMPETITION PREPARES

TO COUNTERACT Bing Crosby recorded series for Philco Corp. on 600 stations starting Oct. 2, NBC Hollywood called meeting for today (Aug. 26). Instigated by Young & Rubicam Inc. meeting will include agency executives, publicity people, talent representatives and others associated with Wednesday night top shows on NBC. Plan is to devise additional promotion for *Duffy's Tavern, Great Gildersleeve, Kay Kyser's College of Musical Knowledge* and *Frank Morgan Show*, "big four" to originate from Hollywood this fall.

## PUBLISHER TO MAKE RADIO TEST

PRENTICE-HALL, Inc., New York, during two-week period from Sept. 8 to 21 will conduct advertising and promotion test using spot announcements in three cities of 200,000 population to determine whether intensive advertising in cities of this size, not usually included in book publishers' schedules, can be effective. Book to be publicized will be *The Miracle of the Bell* by Russell Janney, to be published Sept. 9. First city tested will be Richmond, Va. Other two not announced. Agency, Franklin Spier, Inc., New York.

## WNOC, WGAT NAME WILSON

WNOC, Norwich, Conn., and WGAT Utica, N. Y., both owned and operated by J. Eric Williams and H. Ross Perkins, appointed Howard H. Wilson Co., New York, as national representative. WNOC with 250 w on 1400 kc; WGAT, which starts in November, with 250 w daytime only on 1100 kc.

## 8,000,000 SETS PRODUCED IN FIRST RECONVERSION YEAR

RADIO set output totaled 8,000,000 in year following lifting of War Production Board ban, Radio Manufacturers Assn. announced Friday. This compared with 14,000,000 in 1941 but present monthly rate now running ahead of that year after slow start in reconversion.

July production slightly topped June, 1,061,853 sets as against 1,052,597, RMA member figures show, July 4 holiday and end of OPA controls cutting first week's volume.

FM sets produced in July rose slightly to 19,462. Auto sets totaled 110,375. Only 41 television receivers manufactured in month. Table models again dominated, 770,633 compared to 71,500 consoles and radio-combination models. July output of battery sets (all table and portable) totaled 153,165.

Industry capacity well above present rate, may reach 2,000,000 sets a month. Only 300,000 sets produced in 1945 after ban lifted through WPB had estimated 3,500,000 to 4,000,000 would be made. Million-a-month rate attained last March.

Receiving tube output hit new record in June, 17,979,636, of which 10,442,841 intended for new sets. Total tube production in first half of 1946 was 85,470,800, RMA figures disclose.

## AFRA CONVENTION OPENS; 30% INCREASE DISCUSSED

INCREASE of 30% in scale discussed as AFRA opened national convention Friday at Hollywood Roosevelt. Pattern of new contracts also high on agenda, along with proposal to name public relations counsellor.

Future jurisdiction in television and recording fields discussed. Convention opened by President Lawrence Tibbett. Leading names mentioned for next president were Dick Powell and Edward Arnold. Two hundred delegates attended.

## BIBLE INSTITUTE PLANS

WEEKLY half-hour of religious music starts Sept. 29 on 200 MBS-Don Lee outlets under sponsorship of Bible Institute, Los Angeles, Sun., 11-11:30 a.m. EST. Institute will spend about $600,000 annually for time, expanding present thrice-weekly series on Coast. Contract for 52 weeks. Agency, Tullis Co., Los Angeles.

## SLATER JOINS R. & R.

TOM SLATER, Mutual's director of special events, resigned to join Ruthrauff & Ryan, New York, as account executive. American Tobacco Co., sponsors of *Jack Benny Show*, will be one account assigned to Mr. Slater. No replacement at Mutual announced.

## REGISTRATIONS SOAR

PREDICTIONS that NAB convention registration in Chicago Oct. 21-24 may reach 2,000, borne out Friday as advance registration passed 500 mark though meeting is still two months away. With association membership now over 1,000, as against half that total in 1942, year of last annual convention, NAB believes registration will double the 976 that year. War conferences were held in 1943 and 1944.

# People

OWEN ANDERSON and HOWARD WORMSER, trade news contacts of CBS and NBC Hollywood, seriously ill and confined to hospital with infected foot and virus pneumonia, respectively.

PAUL STONE, promotion manager of KLAC Los Angeles, resigns effective Sept. 1.

THEODORE A. SMITH, since 1943 sales manager of communications and electronic equipment of RCA's Engineering Products Dept., promoted to general sales manager of Engineering Products Dept.

STANTON OSGOOD, former Navy lieutenant commander, rejoined Young & Rubicam's New York Research Dept.

MARTIN J. DWYER Jr., ex *Time* advertising executive, named cooperative advertising manager for United-Rexall Drug Co. at Los Angeles headquarters.

FRED EATON appointed sales engineer of Canadian Marconi Co., Toronto. During war he was Canadian naval liaison officer to Registry Communication Components Panel in Philadelphia.

LAWRENCE M. BRAUN, vice president of Electronic Corp. of America, resigned to organize Rich-Marc Mfg. Co., manufacturers of metal and plastic radio components and electronic equipment. Offices and factory at 42 West 28th St., N. Y.

KEN HOUSTON, with Schwimmer & Scott, Chicago, three years, named radio copy chief.

GORDON DAVIS, of Boston, with West Coast stations before Army service, joins F. A. Ensign Adv. Agency, Pittsburgh, as director of radio.

MILTON H. HOFFMAN, PR officer for Army Airways Communications System in Orient, joins news staff of KFEL Denver.

WILLARD BUTLER, before war with NBC New York, Erwin, Wasey & Co. and McCann-Erickson, new member of WTAM Cleveland sales staff.

LUCILLE CLARKE, formerly radio director for Red Cross public relations office in Paris, appointed chief of the radio section in public relations office of North Atlantic Area of American National Red Cross. She succeeds Luella Hoskins, who has accepted position with War Dept. in Japan.

CHUCK SMITH, formerly of WINX Washington, joined WMMN Fairmont as commercial manager, announced Friday by Stanton P. Kettler, station managing director. Mr. Smith in Navy during war.

## EQUIPMENT MAKERS PLAN DISPLAYS AT MEXICO CITY

MOST major manufacturers of broadcasting and communications equipment will display products at first Inter-American Broadcast Conference, Mexico City, beginning Sept. 30. First week of conference, expected to attract most Latin-American broadcasters, to be devoted to business sessions. In second and third weeks, public to be admitted to equipment displays.

# "...so goes the nation"

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Hollywood 5408

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Main 5750

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